

REQUIREMENTS FOR «FINAL IMPACT CLIP»

## GUIDELINES SHORT FILM PROJECT COMPLETION

---

RESOURCE	Gebert Rüt Stiftung website
NOTE	Further information is available at <a href="http://grstiftung.ch">grstiftung.ch</a> .

---

### PROCEDURE

Each project team produces a 2-minute YouTube-suitable film on the project achievements after completion of the work. The [«Final Impact Clip»](#) must be submitted together with the final report and will be published on the website of Gebert Rüt Stiftung.

#### «FINAL IMPACT CLIP»: 2 MINUTES

##### 1 Content-related aspects

- Result: What is the problem that was solved in the project? Which solution (product/service) is available after the end of the project?
- Impact: What has been achieved in concrete terms with the support of Gebert Rüt Stiftung?
- Implementation: Where and how is the product or service used in society and business?
- Further steps: How will the project be continued (additional financing, partnerships)?

##### 2 Dramaturgic aspects

- A good clip requires a well thought-out construction and a clear message.
- The spoken text must be written beforehand in the form of a script.
- Choose a suitable location/background for the presentation of the project success.
- The target audience of the short film is the general public. The presentation should be attractive and easy to understand. Long sentences should be avoided.
- As well as the content, personal commitment is also important: Be authentic and show self-confidence and enthusiasm for the project and its implementation.

##### 3 Technical aspects

- The clip should be in a format supported by YouTube (standard).
- Please send the «Final Impact Clip», together with the final report and the updated web presentation, by e-mail to [jacqueline.grollimund@grstiftung.ch](mailto:jacqueline.grollimund@grstiftung.ch) (project controlling). Services such as DropSend or WeTransfer can also be used.
- The short film will be published on the website of Gebert Rüt Stiftung.

To produce the «Final Impact Clip», Gebert Rüt Stiftung offers the GRS project leaders the compulsory [«GRS Smovie Workshop»](#) and covers the course costs for one participation per project. The 1-day workshop will teach you how to make a quality video of your project using just your smartphone. The Smovie coaches will be with you for another 8 weeks online and will be available to evaluate the «Final Impact Clip».