



FAIRVILLE



Funded by the
European Union



P2P session #8

Video making WP6 - T6.4

January 28, 2025

Giuseppe Faldi, Jorge Gutiérrez-Lucena



This project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement No. 101094991. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Agenda of the P2P Session Video making

Presentations (approx 45 mins):

- Presentation of the task and of capsule objectives and structure with topics (*Giuseppe Faldi*)
- Presentation of the blueprint and provision of tools and tips for shooting (*Jorge Gutiérrez-Lucena*)
- Q&A

Open discussion & working session (approx 45 mins)

- Space to discuss and share potential doubts and challenges, suggestions and ideas about the task. During this time, the Labs will have the chance to reflect on possible ideas (potential elements to be shoot, narrative, visuals) for the video shootings in their context and ask ULB for advice and feedback (*All Labs*)



FAIRVILLE



Funded by the
European Union

Introduction

Objectives and structure of the video capsules



This project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement No. 101094991. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.



FAIRVILLE



Funded by the
European Union

Communication & Dissemination - Content-based videos

What are the content-based videos (WP6 - T6.4)? - *Quelles sont les vidéos “content-based” (WP6 – T6.4) ?*

- Video products collecting shootings taken in different FVLabs, edited on the basis on a common script aimed at information and advocacy (target audience: general public and potentially local audience)
- *Des produits vidéo rassemblant des prises de vue réalisées dans différents FVLabs, édités sur la base d'un script commun destiné à l'information et au plaidoyer (public cible : grand public et potentiellement public local)*
- Collaborative video products realised starting from the contribution of each partner through filming some materials in its FVLab following a specific blueprint that is presented today
- *Produits vidéo collaboratifs réalisés à partir de la contribution de chaque partenaire qui a filmé du matériel dans son FVLab en suivant une schéma directeur qui est présenté aujourd'hui*
- ULB taking care of coordinationg the task and of video editing
- *L'ULB se charge de la coordination de la tâche et du montage vidéo*



Communication & Dissemination - Content-based videos

Format - Format

- 3 video capsules of 3 to 5 minutes on specific topics: Inequalities, Co-Production, Scaling.
- *3 capsules vidéo de 3 à 5 minutes sur des sujets spécifiques : Inégalités, Coproduction, Scaling*
- Capsules edited shootings taken from different FVLabs following common scripts (blueprint)
- *Capsules montées à partir de prises de vue réalisées dans différents FVLabs suivant un modèle spécifique commun*

Deliverable: due in M36 – December 2025

Livrable : *prévu pour M36 – décembre 2025*



Communication & Dissemination - Content-based videos

General Structure of the Capsules - *Structure générale des capsules*

Capsule 1: Focus on Inequalities - *Focus sur les inégalités*

Objective: Highlight the urban and environmental inequalities across different Fairville labs and how they affect local communities

Objectif : Mettre en évidence les inégalités urbaines et environnementales dans les différents Fairville Labs et la manière dont elles affectent les communautés locales

Structure - *Structure*

1. Case Study Highlights: Feature 2-3 Fairville labs (to be selected).

Example questions: What inequalities exist? How do they manifest in this community?

1. Mise en évidence des études de cas : Présentation de 2 ou 3 laboratoires de Fairville (à sélectionner)

Exemples de questions : Quelles sont les inégalités existantes ? Comment se manifestent-elles dans cette communauté ?

2. Analysis: Show how these inequalities impact residents' daily lives.

2. Analyse : Montrer l'impact de ces inégalités sur la vie quotidienne des habitants

3. Call to Action: Advocate for the need to address these inequalities through co-production.

3. Appel à l'action : Plaider en faveur de la nécessité de lutter contre ces inégalités par le biais de la co-production.

Communication & Dissemination - Content-based videos

Capsule 2: Focus on Co-Production - *Focus sur la coproduction*

Objective: Showcase co-production strategies, how they engage communities, and their benefits.

Objectif : Présenter les stratégies de coproduction, la manière dont elles impliquent les communautés et leurs avantages.

Structure - *Structure*

1. Case Study Highlights: Feature Fairville 2-3 labs (to be selected).

Example questions: How does the community participate? What are the co-production challenges?

1. Mise en évidence des études de cas : Présentation de 2 à 3 laboratoires de Fairville (à sélectionner).

Exemples de questions : Comment la communauté participe-t-elle ? Quels sont les défis de la coproduction ?

2. Analysis: Explore the capabilities and limitations of co-production.

2. Analyse : Explorer les capacités et les limites de la co-production.

3. Call to Action: Emphasise the importance of expanding co-production efforts for more inclusive urban development.

3. Appel à l'action : Mettre l'accent sur l'importance de développer les efforts de coproduction pour un développement urbain plus inclusif.



FAIRVILLE



Funded by the
European Union

Communication & Dissemination - Content-based videos

Capsule 3: Focus on Scaling - *Focus sur le scaling*

Objective: Discuss strategies for scaling successful co-production initiatives and replicating them in new contexts.

Objectif : Discuter des stratégies permettant de développer des initiatives de co-production fructueuses et de les reproduire dans de nouveaux contextes.

Structure - *Structure*

1. Case Study Highlights: Feature 2-3 Fairville labs (to be selected).

Example questions: How can co-production be anchored and developed/enlarged? What challenges arise in expanding these efforts?

1. Mise en évidence des études de cas : Présentation de 2 à 3 laboratoires (à sélectionner).

Exemples de questions : Comment la coproduction peut-elle être ancrée et développée/élargie ? Quels sont les défis à surmonter pour développer ces efforts ?

2. Analysis: Examine how co-production can be integrated with governmental policies and larger frameworks.

2. Analyse : Examiner comment la co-production peut être intégrée aux politiques publiques et aux cadres plus larges.

3. Call to Action: Advocate for institutional support and community engagement to broaden the scope of successful co-production initiatives.

3. Appel à l'action : Plaider en faveur d'un soutien institutionnel et d'un engagement communautaire afin d'élargir le périmètre des initiatives de coproduction fructueuses.





FAIRVILLE



Funded by the
European Union

Communication & Dissemination - Content-based videos

Some Notes - Quelques notes

1. The three capsules will focus on different aspects of co-production strategies, with each using specific Fairville labs as examples - *Les trois capsules se concentreront sur différents aspects des stratégies de coproduction, chacune d'entre elles utilisant des labs Fairville spécifiques comme exemples*
2. The Brussels lab will serve as the blueprint for all videos, providing the initial video material (b-roll and interviews) and setting the tone for the structure and approach - *Le lab de Bruxelles servira de schéma directeur pour toutes les vidéos, en fournissant le matériel vidéo initial (b-roll et interviews) et en donnant le ton de la structure et de l'approche.*
3. The other Fairville labs will follow this model to ensure a unified visual and narrative structure, with some variations in the case studies featured in each capsule - *Les autres labs Fairville suivront ce schéma afin d'assurer une structure visuelle et narrative unifiée, avec quelques variations dans chaque capsule.*
4. Shooting contents and techniques based of the capsule structure (see Brussels blueprint) - *Le contenu et les techniques de prise de vue sont basés sur la structure de la capsule (voir le schéma directeur de Bruxelles).*
5. Importance to take the agreements of all respondents by making them sign the Fairville consent form - *Importance de prendre l'accord de toutes les personnes interviewées en leur faisant signer le formulaire de consentement de Fairville.*



Communication & Dissemination - Content-based videos

Schedule - Programme

January 2025 - *Janvier 2025*

- Completed blueprint of Brussels Labs and technical guidelines to be shared to the FVLabs - *Le schéma directeur du lab de Bruxelles et les lignes directrices techniques sont communiqués au FVLabs.*
- P2P session on video making - *Session P2P sur la réalisation de vidéos*

February – August 2025 - *Février - Août 2025*

- Collection of video shootings from the FVLabs for the different capsules - *Collecte des vidéos tournées par les FVLabs pour les différentes capsules*
- Iterative review and adaptation of the script on the basis of local needs and issues encountered - *Révision itérative et adaptation du scénario sur la base des besoins locaux et des problèmes rencontrés*

April – December 2025 - *Avril - Décembre 2025*

- Video editing (ULB) - Video capsules released in a time-ordered manner - *Diffusion des capsules vidéo de manière progressive et ordonnée dans le temps*



FAIRVILLE



Funded by the
European Union

Brussels Blueprint. Tools and tips for shooting



This project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement No. 101094991. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Communication & Dissemination - Content-based videos

Topic Focus of the Brussels Lab:

- The Brussels FV Lab focuses on Rue Gray, a neighbourhood affected by **frequent flooding**, due to urbanisation and inadequate drainage.
- Key aspects covered:
 - **Inequalities (for Capsule 1)**: How flooding exacerbates urban inequalities for low-income residents living in vulnerable areas (valley bottoms).
 - **Co-production (for Capsule 2)**: Collaborative solutions between residents, institutions, and experts to mitigate flooding.
 - **Scaling Up (for Capsule 3)**: How lessons from Rue Gray can be expanded to other vulnerable neighbourhoods.

1. Recording interviews | General Considerations

- **Community Member/Resident Interview**
 - Capture their lived experiences related to inequalities, co-production, and scaling up.
 - Ask them to address all three topics in the same interview if possible.
- **Expert or Facilitator Interview**
 - Provide context about the challenges and solutions (e.g., local inequalities, co-production efforts, and future strategies).
 - Ensure they also discuss the three topics: inequalities, co-production, and scaling up.
- **Interview Duration:**
 - Each interview should not be longer than **10 to 15 minutes**.



2. Recording Interviews | Tips for Sound:

1. Dual Mobile Setup:

- Use one phone to record the video and another phone placed closer to the interviewee to record sound. This ensures clearer audio.
- Ensure the second phone's microphone is pointed toward the subject. You can place it on a surface or hold it discreetly.

2. Choose a Quiet Location:

- Record in a quiet area to avoid background noise. Natural sounds like distant street noise are acceptable but avoid loud distractions like traffic or construction.



3. Recording Interviews | Tips for Video:

1. Positioning the Subject:

- Use the **rule of thirds**: place the subject slightly off-centre, with eyes in the top node, directed at the opposite side of the screen.
- Position the subject in a **well-lit area**, but ensure the light is even and natural if possible (e.g., avoid harsh shadows).
- The subject should face the interviewer, not the camera, for a conversational feel.

2. Interviewer and Camera Setup:

- Have one person focus on recording the video and another on interviewing the subject. This allows the interviewer to establish a natural connection.
- The camera operator should hold the phone steady at **eye level** with the subject. A tripod is not necessary but avoid shaky hands by keeping movements minimal.

3. Framing:

- Use a medium shot: frame the subject from their upper torso (mid-chest) to just above their head. This keeps the subject focused while including some background to give context.



Communication & Dissemination - Content-based videos

3.1 Recording General B-roll/Contextual Footage

General B-Roll for All Capsules:

1. Content:

- Capture footage of the community experiencing or interacting with the issue.
For example:
 - Street views, neighbours walking or interacting.
 - Infrastructure details related to the problem, such as damaged roads, drainage systems, or flooded areas.
 - Close-ups of specific items, (Rue Gray e.g., puddles or damaged sewer grates)

2. Angles:

- Record from various perspectives to create a dynamic visual narrative:
 - **High angle:** Views from above to show the scale of the area.
 - **Low angle:** To emphasise specific elements like infrastructure or community members in action.
 - **Street-level angle:** Capture the space from the pedestrian perspective.

3. Activity:

- Film everyday life, such as people walking, chatting, or working in the area.



Communication & Dissemination - Content-based videos

3.2. Recording CAPSULE 1 B-roll/Contextual Footage

Highlight the inequalities affecting the community. SHOW THE PROBLEM

1. The Problem in Context:

- Visuals of the specific inequality or issue being addressed (e.g., flooding in Rue Gray).
- Damaged infrastructure: crumbling walls, unsafe buildings.
- Visual contrasts: wealthier areas nearby versus neglected areas.

2. Community Impact:

- Close-ups of details reflecting the daily struggles of residents (e.g., puddles, poorly maintained drains, or blocked sewer systems)
- People interacting with or avoiding problem areas (e.g., walking through flooded streets or navigating damaged infrastructure)

3. Environment:

- General views of the affected neighbourhood.



Communication & Dissemination - Content-based videos

3.2. Recording CAPSULE 2 B-roll/Contextual Footage

Showcase collaboration and community-driven solutions.

1. Community Collaboration:

- Residents meeting to discuss or brainstorm solutions (e.g., workshops, mapping sessions).
- Action shots of people working together to address the problem (e.g., cleaning drains, planting trees).

2. Workshops and Events:

- Wide shots of workshops in progress with diverse community members present.
- Close-ups of hands writing, drawing, or contributing to discussions.
- Participants speaking or presenting during meetings.

3. Problem-Solving in Action:

- Interactions between residents and experts or facilitators.



3.2. Recording CAPSULE 3 B-roll/Contextual Footage

Highlight strategies for replicating successful initiatives and institutional involvement.

1. Workshops with Authorities:

- Meetings where local institutions or government representatives participate.
- Facilitators presenting plans or solutions to politicians or stakeholders.

2. Implementing Solutions:

- Footage of spaces or areas where solutions have been implemented (e.g., improved drainage systems, repaired streets).
- Interactions between institutions and the community as part of the scaling process.
- Shots of ongoing projects or plans (e.g., construction work or areas marked for development).





FAIRVILLE



Funded by the
European Union

Open discussion & working session



This project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement No. 101094991. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Communication & Dissemination - Content-based videos

Do you have any doubts, challenges, suggestions or ideas?

Avez-vous des doutes, des défis, des suggestions ou des idées ?



Funded by the
European Union

FAIRVILLE

Communication & Dissemination - Content-based videos

Working Session - Séance de travail

Miro Board - *Tableau Miro suivant*: https://miro.com/app/board/uXjVLRaJFAA=?share_link_id=244555560879

Reflect on possible ideas (potential elements to be shot, narrative, visuals) for the video shootings in your context on the basis of three questions: - *Réfléchissez aux idées possibles (éléments potentiels à filmer, narration, éléments visuels) pour les tournages vidéo dans votre contexte, sur la base de trois questions:*

1. What elements can be used to visualise your topics and then to be shot in your context? (linked to the capsule objectives and structures)
1. Quels sont les éléments qui peuvent être utilisés pour visualiser vos sujets et ensuite être tournés dans votre contexte ? (en lien avec les objectifs et les structures de la capsule)
2. Who would be the best people to video-interview? (think about the elements listed above)
+ Add 3 key questions you would ask them, keeping in mind the capsule objectives and structures
2. Quelles seraient les meilleures personnes à interviewer par vidéo ? (pensez aux éléments énumérés ci-dessus)
+ *Ajoutez 3 questions clés que vous leur poseriez, en tenant compte des objectifs et des structures de la capsule.*
3. What kind of videos/pictures can you take or obtain from the community?(consider the elements listed above and think about the videos/pictures you would need to better represent them).
3. Quels types de vidéos/photos pouvez-vous prendre ou obtenir de la communauté ? (prenez en compte les éléments énumérés ci-dessus et réfléchissez aux vidéos/photos dont vous auriez besoin pour mieux les représenter).





Funded by the
European Union

FAIRVILLE

Communication & Dissemination - Content-based videos

Working Session – Brussels example - Session de travail - Exemple de Bruxelles

1. *What elements can be used to visualise your topics and then to be shot in your context? - Quels sont les éléments qui peuvent être utilisés pour visualiser vos sujets et ensuite être tournés dans votre contexte ?*

- Flooding events - *Inondations*
- Damages of floodings and humidity into the apartments - *Dommages causés par les inondations et l'humidité dans les appartements*
- Context of Rue Gray and its buildings - *Contexte de la rue Gray et de ses bâtiments*
- Workshops and events with the participation of inhabitants - *Ateliers et événements avec la participation des habitants*

2. *Who would be the best people to video-interview? - Quelles seraient les meilleures personnes à interviewer par vidéo ?*

- One inhabitant of Rue Gray involved in the action of the Lab - *Un habitant de la rue Gray impliqué dans l'action du Lab*
- One partner of the Fairville project active in the Lab (EGEB) - *Un partenaire du projet Fairville actif dans le Lab (EGEB)*

3. *What kind of videos/pictures can you take or obtain from the community? - Quels vidéos/photos pouvez-vous prendre ou obtenir de la communauté ?*

- Pictures and videos of flooding events - *Photos et vidéos des inondations*
- Pictures and videos of the context (Rue Gray and its buildings) - *Photos et vidéos du contexte (rue Gray et ses bâtiments)*
- Pictures of the damages of flooding and humidity in the apartments - *Photos des dégâts causés par les inondations et l'humidité dans les appartements*
- Video shootings of the participants walking in Rue Gray - *Vidéos des participants se promenant dans la rue Gray*
- Pictures of workshops and events with the inhabitants - *Photos d'ateliers et d'événements avec les habitants*



Communication & Dissemination - Content-based videos

Working Session – Brussels example – Examples of questions for the video interviews

Questions to the inhabitant

Can you describe how flooding affects you and the other inhabitants of the neighbourhood?

Could you provide specific examples of the negative impacts?

Does the problem affect everyone in the neighbourhood equally, or, who are the most affected by the flooding in your neighbourhood?

Did you try to look for solutions to flood problems in your house/ neighbourhood?

Please tell us about your engagement in collective initiatives to overcome these problems and to change the situation?

What does it feel like to be part a possible solution?

What are your own objectives, obstacles or challenges in getting mobilised, or what is the added value of a collective action in your opinion?

What challenges are you facing in participating to collectively find solutions?

Do you see an evolution / a tangible impact already of co-production / collective action on inequalities?

What's your hope for the future of this collective initiative?



Funded by the
European Union

FAIRVILLE

Communication & Dissemination - Content-based videos

Session de travail - Exemple de Bruxelles – Exemples de questions pour les interviews vidéo

Questions à l'habitant

Pouvez-vous décrire comment les inondations vous affectent, vous et les autres habitants du quartier ?

Pouvez-vous donner des exemples spécifiques des impacts négatifs ?

Ce problème affecte-t-il tous les habitants du quartier de la même manière ?

Avez-vous essayé de trouver des solutions aux problèmes d'inondation dans votre logement ou votre quartier ?

Pouvez-vous nous parler de votre engagement dans des initiatives collectives visant à surmonter ces problèmes et à changer la situation ?

Quel sentiment avez-vous d'être partie prenante d'une solution possible ?

Quels sont vos propres objectifs pour vous mobiliser, ou quelle est la valeur ajoutée d'une action collective selon vous ?

Quels sont les défis auxquels vous êtes confrontés en participant à la recherche collective de solutions ?

Voyez-vous déjà une évolution / un impact tangible de l'action collective sur les inégalités ?

Qu'espérez-vous pour l'avenir de cette initiative collective ?





FAIRVILLE



Funded by the
European Union

Communication & Dissemination - Content-based videos

Working Session – Brussels example – Examples of questions for the video interviews

Questions to the EGEB member

Can you describe the problem of flooding in this neighbourhood?

What inequalities exist? How do they manifest in this community?

Are the inequalities you face (related to the consequences of floods) personal or experienced on a larger, collective scale?

How you are engaged in collective initiatives to overcome these problems and to change the situation (for instance, in addressing better flood management)?

How does the community participate?

What strategies are being used to involve the community in planning solutions?

What are the co-production challenges?

Why is community involvement so critical in tackling flooding?

How can co-production be anchored and developed/enlarged?

What challenges arise in expanding these efforts?





FAIRVILLE



Funded by the
European Union

Communication & Dissemination - Content-based videos

Session de travail - Exemple de Bruxelles - Exemples de questions pour les interviews vidéo

Questions au membre des EGEB

Pouvez-vous décrire le problème des inondations dans ce quartier ?

Quelles sont les inégalités existantes ? Comment se manifestent-elles dans ce quartier ?

Ces inégalités (liées aux conséquences des inondations) sont-elles personnelles ou vécues à une échelle plus large et collective ?

Comment êtes-vous engagé dans des initiatives collectives visant à surmonter ces problèmes et à changer la situation (par exemple, en cherchant à améliorer la gestion des inondations) ?

Comment la communauté participe-t-elle ?

Quelles sont les stratégies utilisées pour impliquer la communauté dans la planification des solutions ?

Quels sont les défis en matière de coproduction ?

Pourquoi l'implication de la communauté est-elle si importante dans la lutte contre les inondations ?

Comment la coproduction peut-elle être établie et développée/élargie ?

Quels sont les défis à relever pour développer ces efforts ?





FAIRVILLE



Funded by the
European Union



This project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement No. 101094991. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.