

Organised by Community Energy England



CREATE A VIDEO

#EMPOWERCOMMUNITYENERGY
1-14 JULY 2024



We are asking our Fortnight Partners to make a short video to #EmpowerCommunityEnergy. Tell a story about what has been achieved so far and give them a sense of what support your organisation would need to fulfil its potential. Videos should be no longer than one minute and should focus on the basics of what your organisation does and how people, especially the local community, benefits.

Don't forget to send us your video or tag us on social media so we can ensure awareness and assist with promotion. Your submission might even be showcased at our upcoming awards ceremony, highlighting the impactful campaigning efforts of our members during this election year.

It has never been easier to film and edit video. In this social media-driven world, video is an incredibly effective medium of communication. If a picture tells a thousand words and video runs on 24 frames per second, that is a lot of powerful messaging per minute! Most mobile phones can film in high definition and there are plenty of free professional-grade editing apps and software available to edit your video clips together. We recommend Canva to create quick and easy videos and we have included a step by step guide for creating a video using this platform.

CONSIDER ANSWERING THESE QUESTIONS AND PROMPTS IN YOUR VIDEO:

- What is your organisation's focus right now? What are you doing? How are you doing it?
Make sure you share your data to demonstrate your local impact.
- What could your community energy organisation deliver for your local MP's constituents? Talk about the impact you are making through data.

Please note: If you are planning to organise a site visit with your local MP (see our organise an event toolkit) please ask them to do a quick piece to camera in support of community energy. **Testimonials from politicians are really valuable as part of our ongoing policy and advocacy work.**

CONSIDER ASKING YOUR MP TO ANSWER THIS QUESTION FOR YOUR VIDEO:

- Could you please share your thoughts on the importance of community energy in our constituency, and how they can contribute to the well-being and sustainability of our local community?

EXAMPLE SCRIPTS FOR YOUR VIDEO

What is your organisation's focus right now? What are you doing? How are you doing it?

Our organisation's focus right now is on driving positive change in our local community through <INSERT PROJECTS>

We're currently working on several projects aimed at promoting <renewable energy adoption, energy efficiency, and community engagement>.

We're doing this by <installing solar panels on public buildings, conducting energy audits for local businesses, and organising workshops on energy-saving practices>.

Our data shows that through our efforts, we've been able to <significantly reduce carbon emissions in our community, lower energy costs for residents and businesses, and create job opportunities in the sector>.

By sharing our data and demonstrating our local impact, we hope to inspire others to join us in building a more sustainable and resilient future for our community.

What could your community energy organisation deliver for your local MP's constituents?

Our community energy organisation is making a tangible impact through <energy efficiency>.

By promoting <energy efficiency>, we've been able to <significantly reduce carbon emissions in our community>.

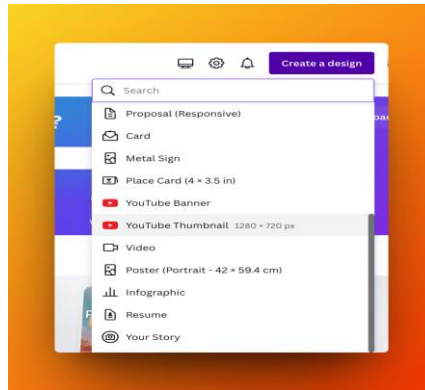
Our data shows that over the past year alone, we've helped to <lower carbon emissions by [X]% compared to the previous year>.

Additionally, our efforts have led to <substantial energy cost savings for residents and businesses, with an average reduction of [X]% on electricity bills>.

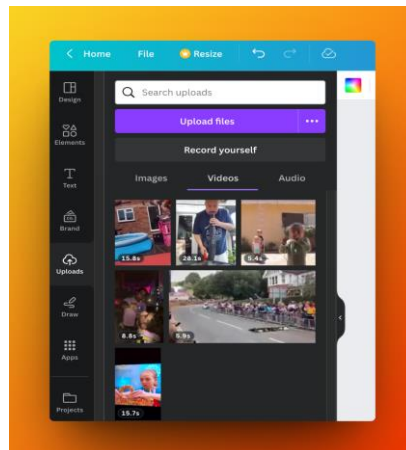
Our community energy organisation could deliver even more impactful outcomes. With continued support and collaboration, we could further reduce energy costs, create more green jobs, and enhance the overall quality of life in our area.

Step by step guide for creating a caption video in Canva

Step 1: Launch Canva Website or App and Set Your Canvas. Open Canva and click on the “Video” icon at the top. Choose any of the video options based on your video's size (height and breadth).

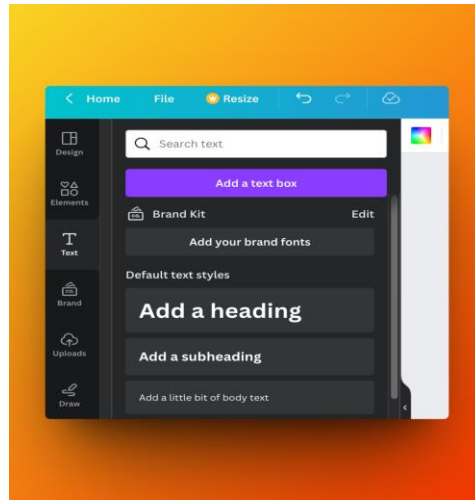


Step 2: Upload Your Video/ Image. Click the “Element” icon at the left side of the page (on PC) or beneath (for phone users) and select “Upload files.” Select or drag and drop the video.



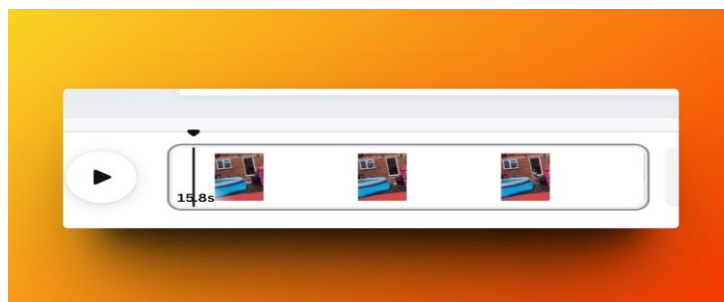
Step 3: Edit the Video and Add Your Text. Next, drag the corners of the video to fit in the frame you chose. Head to the left panel of your PC or the panel located down the side of your phone, select “Text,” and then “Add a Heading.” Type in your caption (most likely the first sentence of the video).

Step 4: Edit the Text. On Canva, there are options for you to change the text font, size, colour, and animate it. Just click on the text and access all these options at the top of your PC. If you are using a phone, you will likely see these options at the bottom.



Step 5: Split the Video into Clips. Splitting the video prevents it from having just one caption throughout the entire video and ensures you can add other captions for the remaining clips.

To do this, click the video and pull the player head beneath the video to the start. Play the video and hit pause immediately after the first sentence. Right-click your mouse to see an option to “Split” the video. The clip will automatically be selected from the entire video and will contain only the video's first caption (sentence).



Step 6: If you are using more than one piece of footage - repeat the process.

A few tips and considerations for making your video:

- You can create a compelling video with the **existing footage** you have of your team and local projects in action. Alternatively, you can use a **series of images** that highlight key moments, from community events to renewable energy installations, to tell the story of your organisation's journey and achievements.
 - Keep your video short and snappy - Facebook recommends videos **less than a minute** long! The best length for a Twitter/ X video is **44 seconds**, YouTube it's **2 minutes**.
 - Consider adding captions or subtitles or text to make the video more accessible.
 - Adding the right music to your video can elevate it, making it more emotive and impactful. Consider selecting a soundtrack that complements the tone and message of your video.
 - Use the hashtags #CEF2024 and #EmpowerCommunityEnergy and tag your local candidates and @comm1nrg so we can promote it.
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