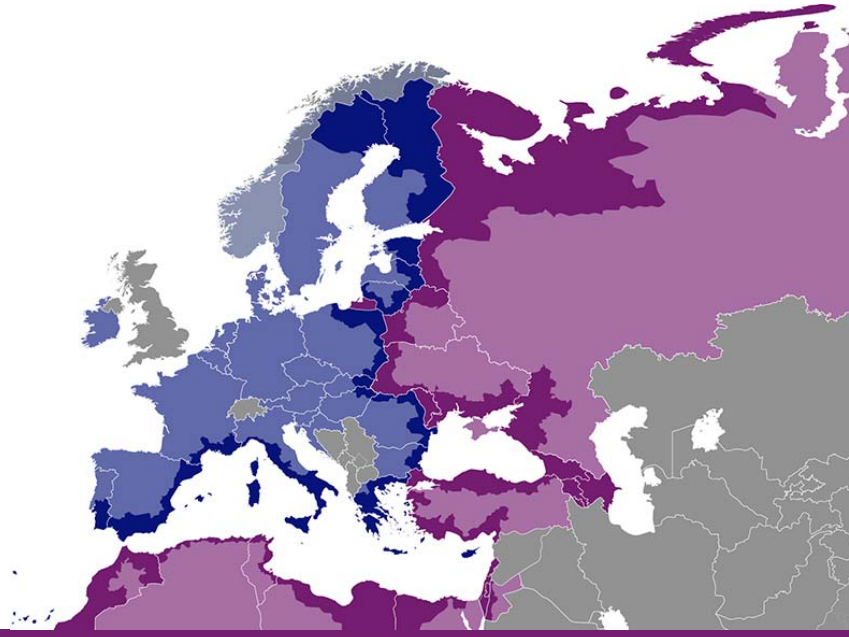
TESIM

Technical support to the implementation and management of ENI CBC programmes

Dissemination of projects' results

Capacity building workshop for project partners of Karelia CBC programme

11 June 2020

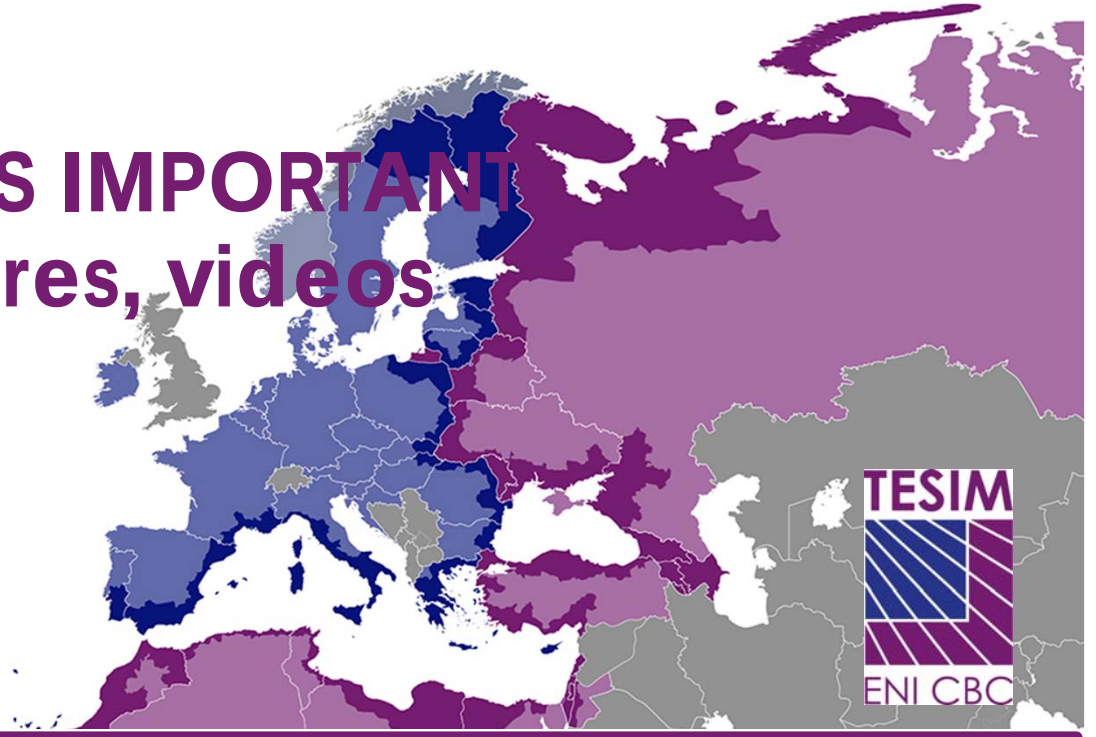


A project funded by the European Union

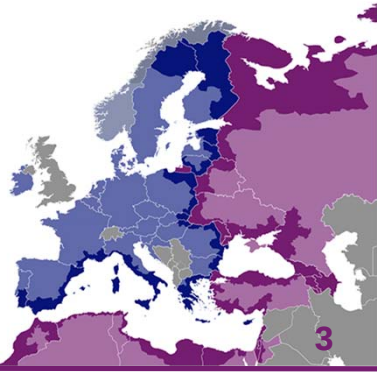
Implemented by a consortium led by

particip

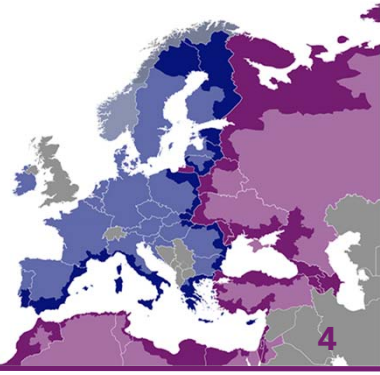
WHAT IS IMPORTANT
pictures, videos



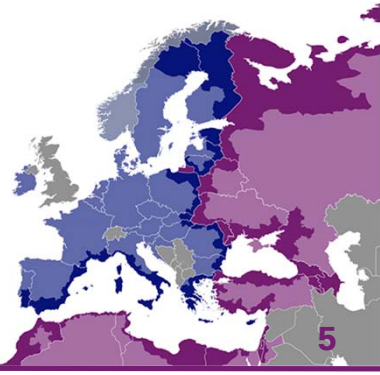
COOPERATION IN PICTURES: WHAT IS ‘WRONG’ WITH THIS?



THIS IS BETTER, BUT....



WHY IS THIS THE BEST OF THE THREE?



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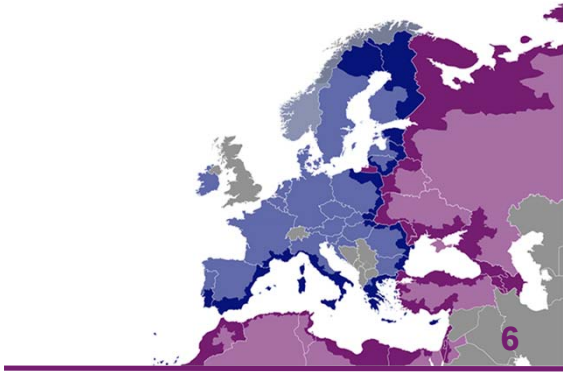
What is a picture for cooperation purposes?

An image
to demonstrate
*the **changes***
introduced
by your project
*to **improve***
peoples' life



COOPERATION IN PICTURES: BASIC ELEMENTS

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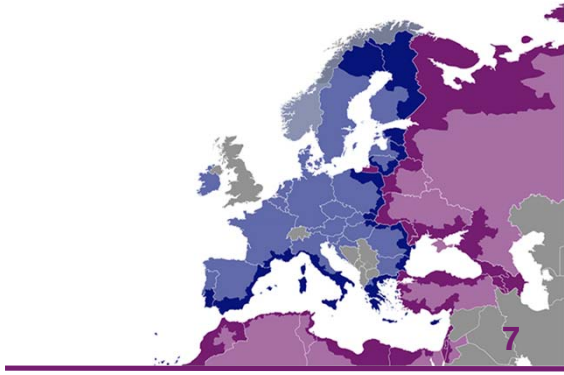
1. Movement
2. Context
3. Outputs
4. Timing
5. Emotions



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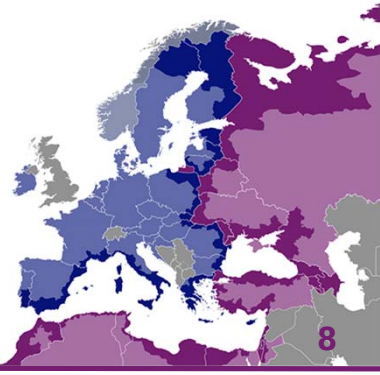
1. MOVEMENT

- **No staged pictures:** avoid static pictures with people sitting, or standing and watching

- You are in the field **showing actions**: your picture should be part of it.

- There has to be a **purpose** for your photo

- But make sure you understand **WHAT** people are doing



WHAT IS ‘WRONG’ WITH THIS ONE?

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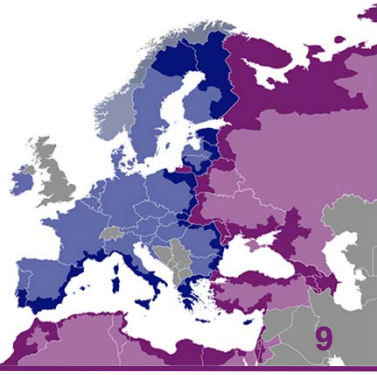
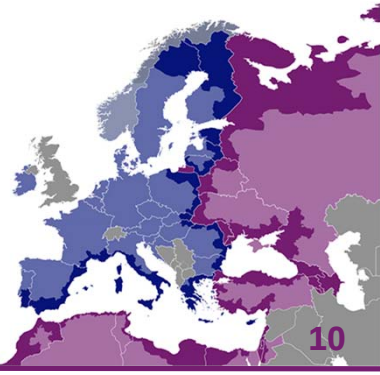
PROJECT: Collection of **organic waste** in tourist areas and valorisation in **farm composting** plans



WHY IS THIS A BETTER ONE?

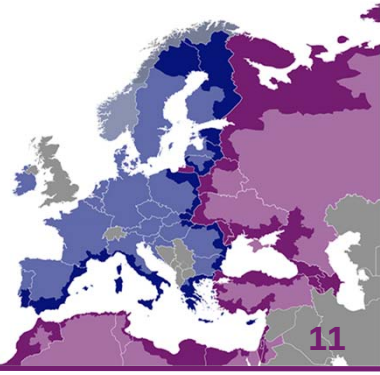
PROJECT: Collection of **organic waste** in tourist areas and valorisation in **farm composting** plans



MOVEMENT and more: a perfect picture

Solar heated water in Kuganavolok

Project: Green solution for Nature protected area



MOVEMENT: INTER ACTIVE HISTORY PROJECT

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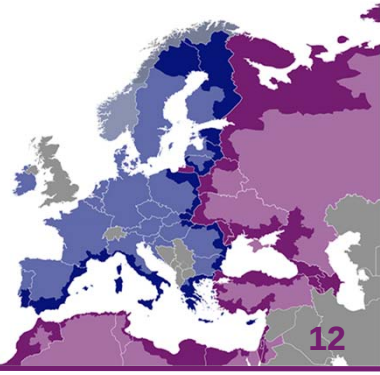
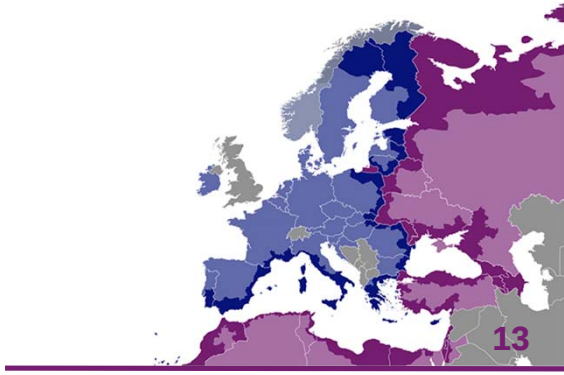
Master Petrov
at work:
very good, but
what could be
Improved?



COOPERATION IN PICTURES: MOVEMENT

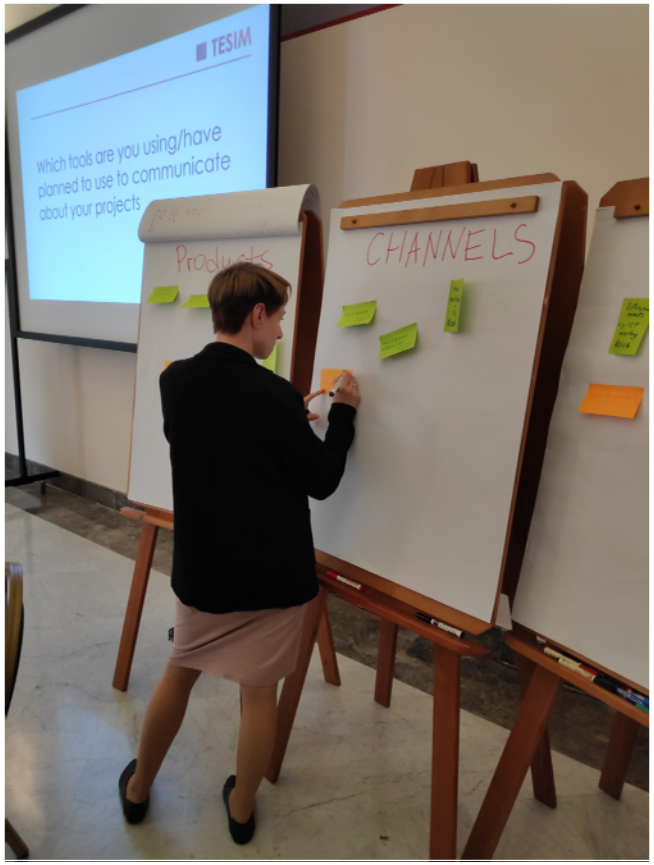
- Even at a seminar/workshop/conference: get a person **doing something:**
  - writing
  - talking with a microphone
  - raising her/his hand

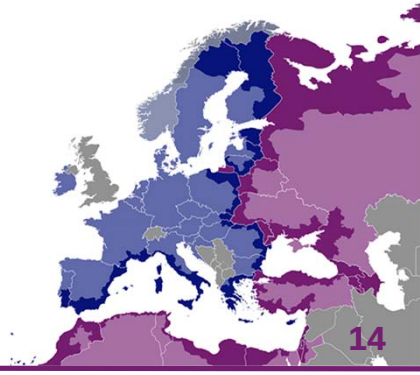
- Look for details/symbols to identify your “themes”



IT'S A WORKSHOP: **WHICH ONE** do you prefer?

TESIM





IT'S A WORKSHOP

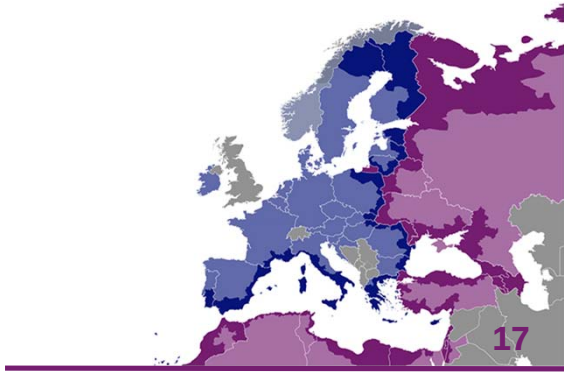
IT'S A WORKSHOP : WHICH ONE do you prefer?

It's called www.canva.com et it's magic

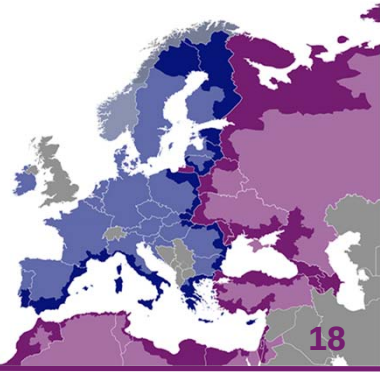
2. THE CONTEXT

- Your picture must tell a story: embrace as many **elements of the story** as you can

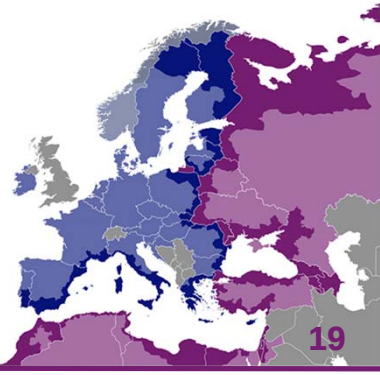
- Your picture answers to the question: **what** are we doing **to solve the problem** this project is addressing?



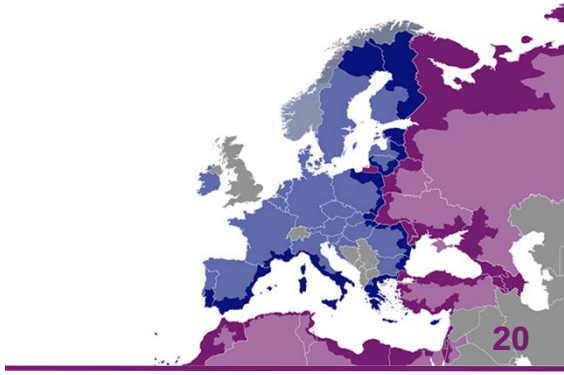
THE CONTEXT: A person riding a bicycle



THE CONTEXT: A cross-border biking tour

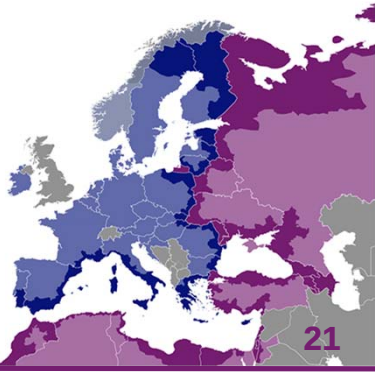


THE CONTEXT: A kid calling his father to fish?



THE CONTEXT: Youth measuring water quality

WHAT are we doing to solve the problem of **river pollution**?

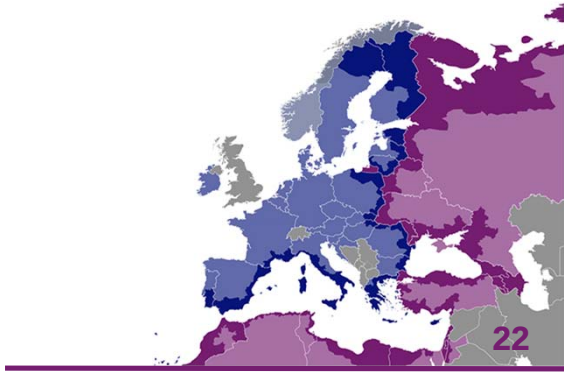


3. PROJECT OUTPUTS/RESULTS

- They are what you produce, what you achieve, what you protect, what you present. Your:

outputs **results**

- You are telling a story : after you capture the context, you need to carve out **details**



OUTPUTS

Are you picking up **garbage?** Show it!

Are you working with **eels?** Show them

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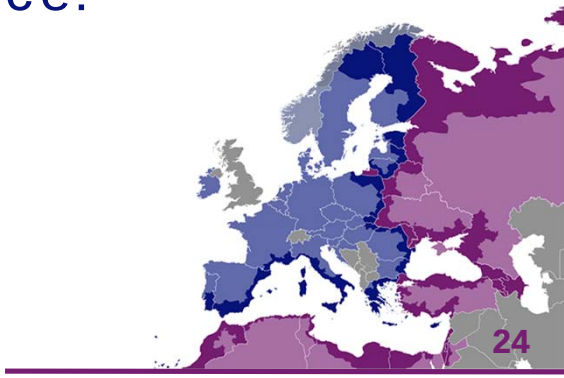
4. TIMING!

- You look for movement, so you look for action
- You need to wait for projects to be ripe, to produce outputs
- If you are building/renovating/reconstructing something, shoot at somebody **DOING THIS**: finished walls/buildings or infrastructures are NOT interesting
- If possible, the BEFORE-DURING- AFTER effect is nice: remember to plan for it



WE ARE WORKING ON IT!

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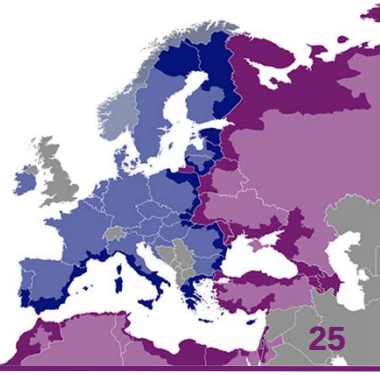
Promoting cross-boder gastronomic tourism...

...but what is missing in this picture?



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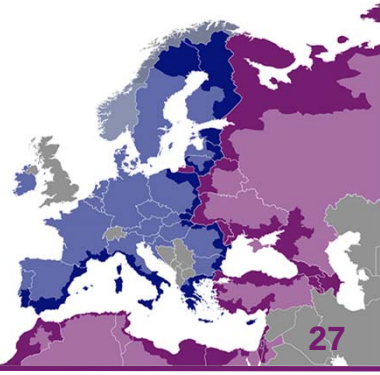
5. EMOTIONS

- The human dimension must have priority: always try to **portray people in your picture** (children: good, but remember GDPR)
- **Take close-up**, show faces, possibly of people in a natural attitude
- Show people NOT looking at your cameras: **pretend you are invisible**
- If people look at your camera, let their attitude talk (eye, smile, gesture..)

PROMOTING CROSS-BORDER GASTRONOMIC TOURIMS



HOTELS GOING ‘GREEN’: OK!

SOFTWARE FOR TROUT FARMERS IN THE ST. PETERSBURG

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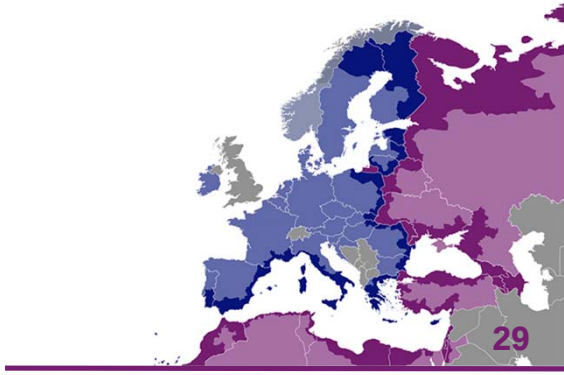
There is something **very good** here:
but something **is missing . . .**



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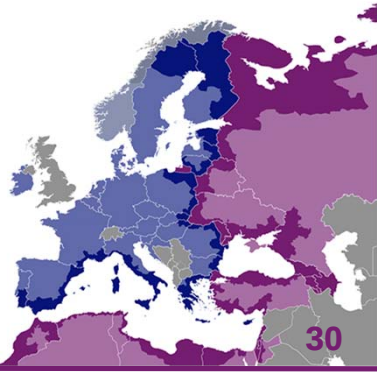
Beautiful:
but **what is missing?**



Watch out … for unnecessary details!…

COOPERATION IN PICTURES: ESSENTIAL INFO

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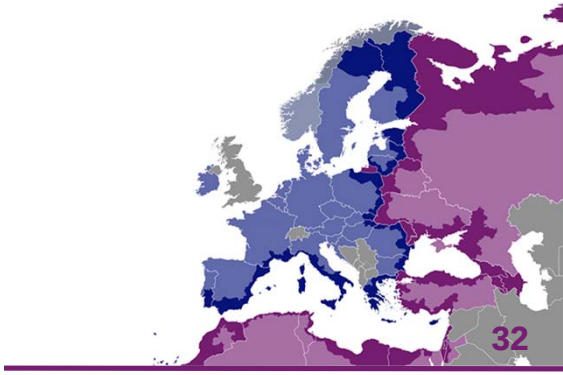
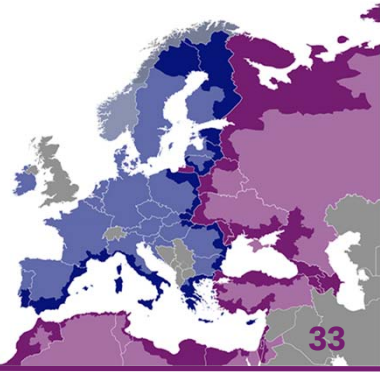
- **Minimum resolution for printing**: 2000x1500 pixels
- **Name** of project/programme/date
- Name of photographer
- **Caption** explaining:
  - WHAT
  - WHO
  - WHEN
  - WHERE
  - WHY



COOPERATION IN PICTURES : COPYRIGHTS

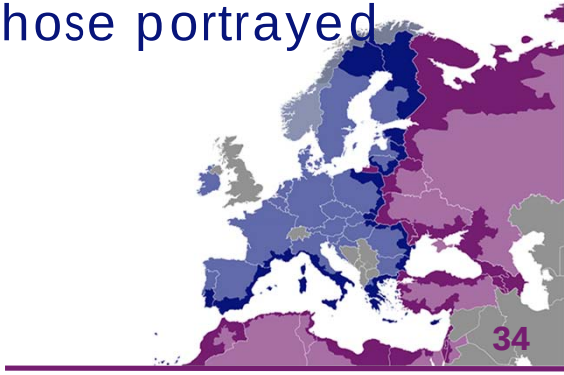
- **Reproduction**: make sure you have the written authorization of non-paid photographer (royalty free)
- Many platforms (like Google Images) provide you with image-rights search
- If you use Free Photo Stocks, make sure they are under **Creative Common Zero (CC0) license**
- **DG REGIO Flicker account**
- **Pexels**
- **Unsplash**
- **Pixabay**



COOPERATION IN PICTURES : PRIVACY

GDPR: ***EU General Data Protection Regulation as of May 25, 2018***

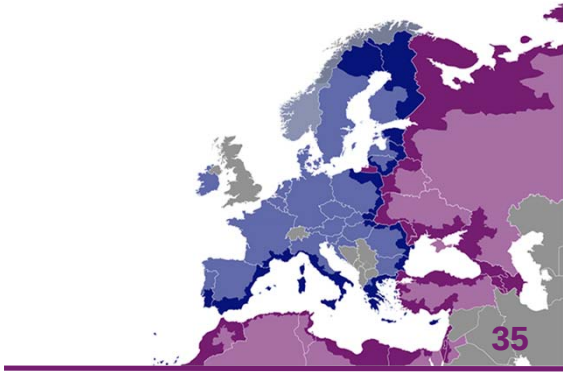
- An image of a person that you can identify is considered **DATA**
- You need to have people's **explicit consent** before you fill, store, share their data
- **A disclaimer is not enough** anymore: people need to understand that their picture could end up on a website and anywhere else. They need to authorise you to use the picture in printed/digital media with no limitations in scope, that images are not subject to copyright, and that consent for the use of the images has been expressed by those portrayed
- **Children:** the parents' consent is unavoidable



TAKING PICTURES: the assignment

Imagine
you are sending a photographer
to take pictures of **your project**:

what would you tell him ?



ENVIRONMENT: saving energy equipment to save employment

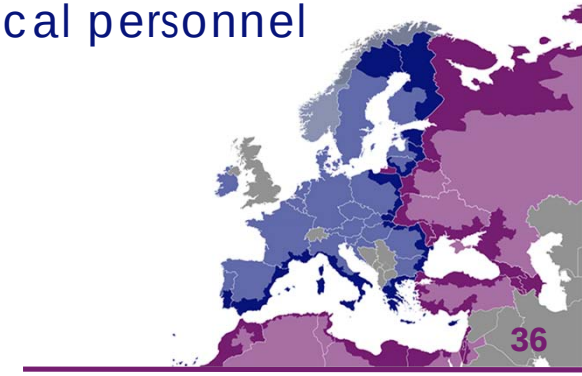
Premises of factory: external shot

Internal premises: people working; finished clothing (if possible with somebody wearing them, or ironing, or doing quality control: people holding clothes)

Details: sewing machines, press machines, cutting machines, semi-automatic pocket machines

New equipment: windows, new steam boiler **always with people who are using it**

All people interviewed : project manager, owner of factory, technical personnel explaining what has changed thanks to the project



ECONOMIC DEVELOPMENT : plants could boost new jobs

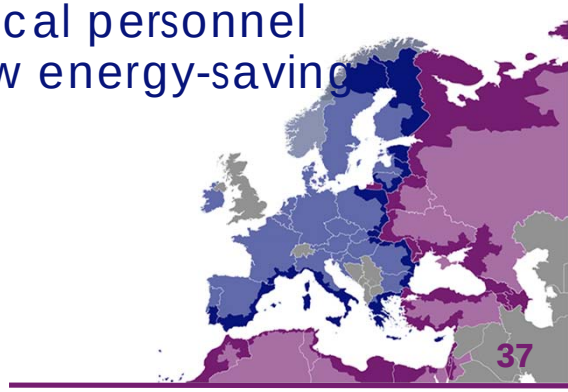
Premises of factory: external shot

External premises: general view of cultivations, plants, greenhouses

Internal premises: people working, machineries with people around them

Details: fresh plants: close up; dried plants: close up; herbal extract products: bottles with etiquettes, materials used, shelves with products

All people interviewed : project manager, owner of factory, technical personnel explaining what has changed thanks to the introduction of the new energy-saving equipment



PEOPLE TO PEOPLE: Photo project for youth with disabilities

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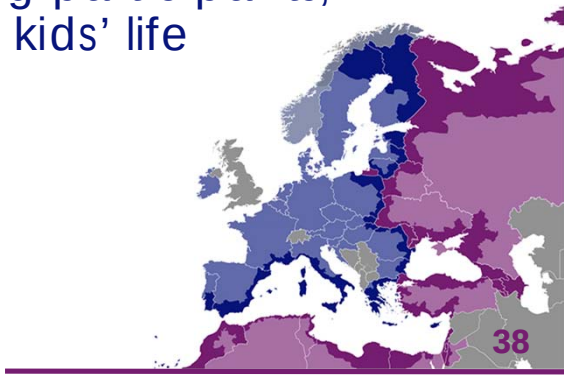
Premises of school : external shot

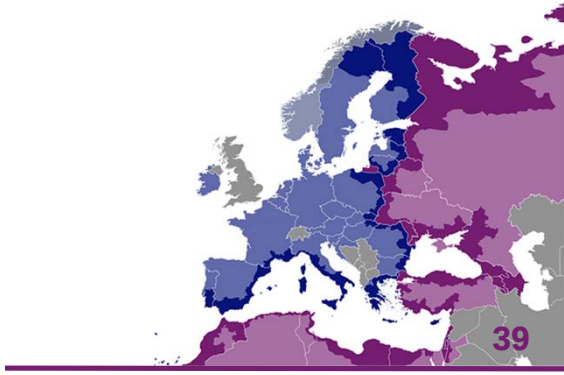
- Internal premises: group of young people in school corridor with cameras in their hands or hanging on the neck; kids taking pictures of each other

Details: cameras; girl/boy taking pictures: close up; photos hanging on walls while somebody is watching them;

All people interviewed : project manager, principal of school, young participants, photography teacher explaining how a photo course can change kids' life

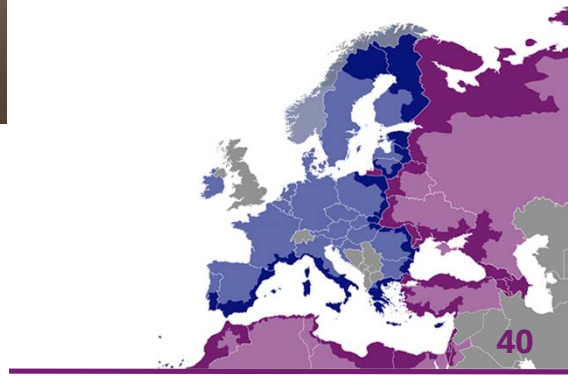


VIDEOS



VIDEOS: Interreg DANUBE

https://www.youtube.com/watch?v=Woz0MzZlZ_U&feature=emb_logo



VIDEOS: ENI CBC Karelia “Business for youngsters”

https://www.youtube.com/watch?v=XxUAuesG458&feature=emb_logo

MAKING A PROJECT VIDEO SCRIPT: WHAT IS WRONG HERE?

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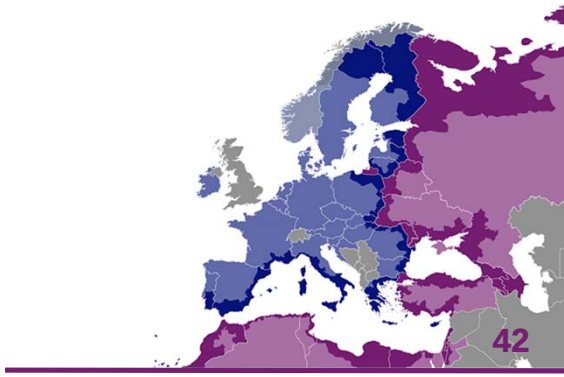
EU

INTERREG

PROJECT FICHE

Generic interview

Specific interview about **RESULTS**



TESIM

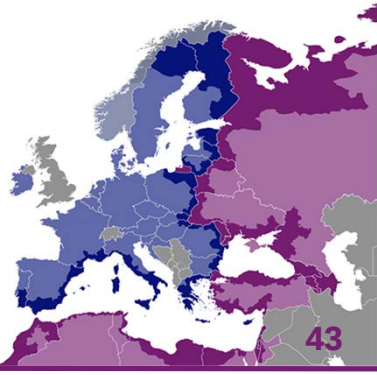
Specific interview about **RESULTS**

Generic interview

PROJECT FICHE

INTERREG

EU



MAKING A PROJECT's VIDEO-SCRIPT

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1. We have done **this**, and **this (outputs/results)**
2. So we have **changed** people's life

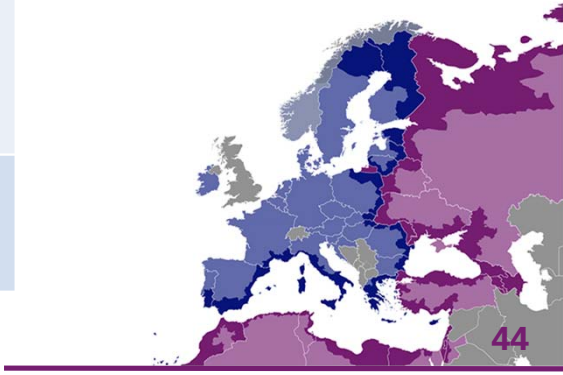
3. Because this community had a problem

Sub-problem A *Sub- problem B* *Sub- problem C*

4. Which impacted on everyday life

5. So the project brought a solution
6. Thanks to this we could…
7. And by doing this we could…

8. Things are better now

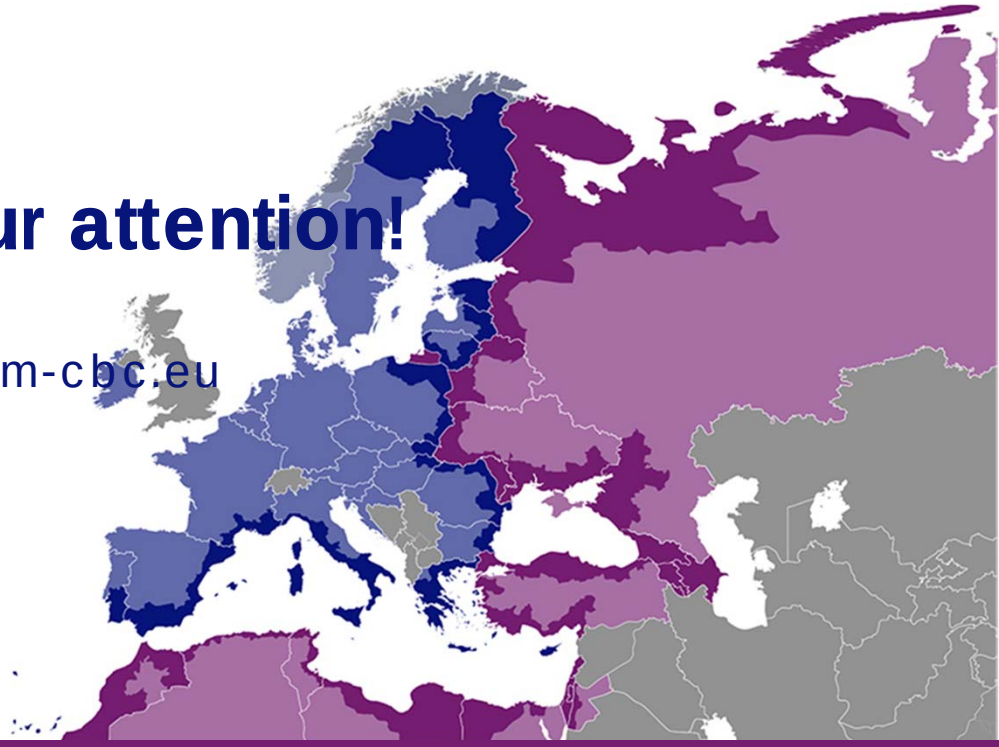


TESIM

Technical support to the implementation and management of ENI CBC programmes

Thank you for your attention!

daniela.cavini@tesim-cbc.eu



A project funded by the European Union

Implemented by a consortium led by:

particip