



Video Testimonials Guidelines

Cities Hit Refresh campaign

Concept

As part of the Cities Hit Refresh Campaign, being launched in April 2025, we are preparing a small video campaign to **give visibility to what cities are doing to prepare for more frequent and prolonged heat waves**. The aim is to showcase the actions cities are taking, the successes and the challenges.

The increasing number of heat waves pose an existential threat to communities worldwide. Global temperatures reached record highs in 2024¹. In Europe, heat waves represent the leading cause of climate-related deaths, claiming over 175 000 lives annually². As the fastest-heating continent, the vibrant and liveable Europe we strive to create is at risk. Safeguarding Europe's liveability starts in our cities and towns.

Through short videos, we want to share inspiring stories at local level. These videos will be featured as part of the case studies displayed on our Best Practice map, as well as disseminated on the Covenant of Mayors – Europe's main social media channels (LinkedIn, X, Facebook and Youtube) and potentially on our key partners' social media channels.

Request to Cities

You can send us one or both of the following: an Explanatory Video and/or a Short Q&A, depending on the content you want to highlight.

- **Explanatory Video:** A longer video (up to 2 minutes) designed to showcase your strategies and actions more in detail. These videos are uploaded to YouTube and added to your case study. Social media promotion may also be possible.
- **Short Q&A Video:** A brief, engaging format tailored for social media. These videos capture audience attention with concise editing and a runtime of 30 to 60 second

Check below our requirements for both videos.

Requirements – Explanatory Video

- **Length:** maximum 2 minutes – Use short sentences and speak clearly.
- Don't edit your videos.

¹ Source: <https://climate.copernicus.eu/global-climate-highlights-2024>

² Source: <https://news.un.org/en/story/2024/08/1152766>

- **Language:** English OR national language with translated transcript.
- **Visual Style:** Mayor or city representative centred, looking directly at the lens.
- **Orientation:** Please film horizontally with your phone/or a camera if you have one (16:9 ratio)
- **Setting:** Please avoid filming in an office or in a 'formal' environment. Privilege outdoor spaces in your city and natural lighting.
- **Audio:** Use a microphone to capture best possible audio and avoid background noise.
- **Complementary material:** Send complementary images of any related project.

Prompt: In one to two minutes, explain what you are doing to REFRESH your city faced with rising temperatures and heat waves. Outline WHY you are taking action, WHICH actions you are taking, and invite cities to JOIN THE CAMPAIGN and "HIT REFRESH".

Requirements – Short Q&A video

- **Length:** 1 to 2 sentences per questions - This video format doesn't allow for long speeches, use short sentences and speak clearly.
- Don't edit your videos.
- **Language:** English OR national language (in national language, please send us a transcript in English. Otherwise, the video will be translated with AI).
- **Tone:** As this is for social media, the video can be quite informal and "spontaneous".
- **Setting:** Please avoid filming in an office or in a 'formal' environment. Privilege outdoor spaces in your city (as long as it's not too noisy) and natural lighting.
- **Audio:** Use a microphone to capture best possible audio and avoid background noise.
- **Orientation** (two options):
 - o Please film horizontally with your phone/or a camera if you have one (16:9 ratio), leaving enough room around the speaker for the video to be cropped into square format.
 - o Film vertically with your phone/or a camera if you have one. You can send us the video in vertical format (9:16 ratio) or in square format (1:1 ratio).
- **Complementary material:** Send complementary images of any related project.

Questions

- Why is it important to address rising temperatures in your city/town?
- Which actions are you implementing to prepare for and respond to heat waves?
- How is your city/town specifically protecting the most vulnerable in case of heat waves?
- How is your city/town engaging the community in its response to heat waves?
- What is your biggest challenge faced in addressing extreme heat?
- What do you need to become fully resilient faced with heat waves?

General Guidelines

- **Bright and colourful:** Film in a bright place, with a light source behind the camera and don't be afraid of a colourful, eye-catching background.
- **Clear and stable:** Make sure you use a good quality camera or phone and keep it stable (use a tripod if possible).
- **Eye Contact:** Look straight at the camera lens (eye contact with the audience).
- **Avoid background noise:** Plan in a quiet place/time (using clip-on microphones can also be useful).
- **File type:** mp4 / mov
- **Size:** does not matter – the higher the quality, the better (you can send it via WeTransfer if too heavy).
- **Frame:** Close-up frame (leave some space above and to the right and left of the interviewee and capture interviewee from his/her chest)

Deadline

We are accepting videos on a rolling basis until end of May 2025. Please send them via WeTransfer to campaigns@eumayors.eu.