

## PROPOSAL TO JOIN:



### Our mission

Temperatures worldwide have evidently been rising faster than expected in recent years. We thought it's time to act and to start something new: setting up a video channel about climate change.

Images are sometimes stronger than words and have a high impact in raising awareness. They can make the difference and motivate people to do something. We aim to map the impact of climate change in every corner of the world and show human abilities to find solutions.

As a not-for-profit foundation based in the Netherlands, we want in the first place to commit young reporters and correspondents. Though any 'experience' will be welcomed too on our semi-professional platform.

### Join as a correspondent

We aim to find motivated people, students or professionals, who can help us find subjects that are suitable for future video reports. We would like to focus on three climate change relating issues.

- 1) The regional impacts of climate change (observation)
- 2) Ways to lower the risks posed by climatic change (adaptation)
- 3) Actions to limit the rate of global warming such as CO2 reduction (mitigation)

As soon as we agree on a plan for a video the next step is to get sponsors and stakeholders to adopt the suggested video items. Of course it's up to us - here in the Netherlands - to take the lead in this.

We will offer you as a correspondent a modest financial compensation for every successful idea - € 100,-. If you like we will interview you about your motivation to join Cool Down The Planet and your future ambitions. This will be featured on our channel.

## Join as a camera-journalist-reporter

When a suggested idea receives sponsoring, it's time to take up the camera, travel to the interview location and shoot the video footage. Be welcome as a (junior or senior) camera-journalist-reporter! By the way: you can be the 'correspondent' as well.

We will prepare the project together. Once on the spot, you will not only be asked to shoot some video footage concerning the topic, but also to record a short 'stand-upper' on location. Stickers for a microphone flag will be sent to you in advance.

The interviews are in English or in your language. In the latter case we would expect you to send a translation in a separate document with time codes, so we can do the subtitling here. Our video's are basic and transparant. Some features:

- Camera-journalist-reporter starting with a short stand-upper
- One or two interviewees on the spot
- At least a dozen of cover shots
- You can send a raw selection by [wettransfer.com](http://wettransfer.com) or [filemail.com](http://filemail.com)
- Voice-overs to be written jointly and recorded by you or us
- Editing the footage takes place here in the Netherlands
- Final videos will be 2-3 minutes long

We will offer you as a one-mans-band a modest financial compensation for recording and sending the footage - € 300,- all in. If you like we will interview you about your motivation to join Cool Down The Planet and your future ambitions. This will be featured on our channel.

## Join as a sponsor

Starting in the spring of 2019, we are endeavouring to launch an ever growing number of small and basic film projects around the world. A unique project. When it comes to funding, we hope that a number of COOL partners will support our video mission. Lend your (company) name to these videos and be a sponsor.

You can adopt one or more future videos, to be recorded at any place in the world (€ 750,- per item). The fee will be distributed fully to our correspondents, reporters and editors. Output videos will clearly show the credits. Besides your (company) name gets clear visibility on our website.

Sponsors who adopt 10 videos or more will obtain the status of COOL partners and will be featured as such in a news article on our platform.

## Join as a stakeholder

Stakeholders are even more involved. By becoming a member of the CDTP board you are able to co-direct the organization and help us grow. How to realize our shared ambitions to combat global warming? Which topics to be featured worldwide? How to reach a wider audience?

We invite you to make the change with us and steer the course of this tool. Let's exchange our thoughts about offers and possibilities. Be the COOLEST and join us.

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