

Guideline: Submission of Information and Visual Material for the SURE Twitter Channel

An essential part of the SURE funding priority is the dissemination of overarching developments as well as the communication and networking with relevant target and input groups beyond the SURE funding priority. For this reason we have, among other measures, created a Twitter account. The channel offers a great opportunity to disseminate your research results to other stakeholders and the general public.

In this context, we would be happy if you could provide us with some post drafts, images and video materials. Our Social Media relation experts will optimise your post idea and publish the content on the SURE Twitter Channel: @sure_regions.

Please send your draft posts to info@sustainable-urban-region.org.

We welcome the submission of information and visual material on the following:

- Project conferences and workshops and also participation in panels at major conferences. When hosting a project event, please take pictures or screenshots which you can then send us along with a quick note on the topic and aim of the session.
- Publications made possible by the SURE funding.
- Project news, e.g. about new cooperation partners or milestones reached.

If you have other content ideas in mind, we would be happy to receive them as well!

Submission of audio-visual material

Format: Statement

For a successful knowledge transfer video clips are very effective. This is why, we would like to ask you to make a short video in which you elaborate on one of the following questions.

Potential Questions

- How important is the participation of local stakeholders?
- What are the challenges you currently face in your day-to-day research?
- How do you plan to make your research findings known locally and beyond?

Technical Guideline

- A smartphone camera is sufficient.
- max. 2 minutes.
- Please film in landscape format.
- Interviewee best slightly offset from the centre.
- Please ensure that there is no background noise.
- We will clearly mark the question in the post, so that you do not have to ask it at the beginning of your statement.

Format: Research in Action Video

To make your research tangible for others, making the research process visible is very important. For this reason, we would like to launch a Research in Action video series in which you and your local project partners give a short insight into the researched area and day-to-day research practices.

Potential video content

- What is special about the project area?
- Which consequences of climate change are visible in your research area?
- What innovations is your project developing, for example technology- and nature-based solutions?
- How does the participation with local actors look like?

Technical Guideline

To implement this idea as easily as possible, we will explain concisely in the post text what is to be seen. In the video, you therefore only need to film the surroundings and do not need to comment on them as a speaker.

- A smartphone camera is sufficient.
- max. 2 minutes.
- Please film in landscape format.
- Always try to have the focus in the middle.
- Ambient sounds are welcome, but please do not speak when filming the environment.

