



#ProudToShare 2020

Tell the story of your biosphere reserve and inspire the world!

UNESCO MAB is inviting you to inspire the world with the impact of your biosphere reserve by making a short film.

We are looking for your creativity to represent the diversity of the MAB World Network in 2019. The Proud to Share film series is a key activation of our Global Communication Strategy, adopted by the ICC in 2018.

Get creative and make a 60 second film using the following format -

- 10 sec Choose a face of your biosphere. Have them say “hello” and say that they are from your biosphere in your country - in your local language
- 20 sec Using images and voices, share why your biosphere reserve is important and how the biosphere adds value to the lives of local people
- 25 sec Show one key project or activity that demonstrates you’ve made progress towards implementing one of the Sustainable Development Goals (be precise on which goal!) and what impact your activity has had in the biosphere reserve
- 5 sec Say in your local language:
“My biosphere reserve is proud to share”

[Click here to watch the webinar](#) to find out more about how to make your film.

[Click here to see the first series of films](#) released in 2018.

All films that meet the requested format will be hosted on the #ProudToShare Facebook page and UNESCO social media including Instagram.

Please make sure that the sound and image quality of your film is clear - this is an important opportunity for us to show our biosphere reserves in the best way possible. Films that do not meet a high standard cannot be accepted. Please keep this guidance in mind:

- Do not subtitle your films - this will be done by UNESCO MAB
- Keep the bottom 1/3 of your film free of any text to ensure it does not interfere with subtitling
- Avoid any beginning title or end credit sequence for the film, especially using your logo or partner logos. ProudToShare films are part of a series and we are aiming for consistency in how the films are presented.
- Feel free to use music in your film - but you must ensure that any music used is cleared for use

Send your video in **high resolution MPEG format** along with this submission form and signed video permission form to n.lefebvre@unesco.org



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科学及文化组织

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Video Submission Form

This form must be returned along with your video to n.lefebvre@unesco.org

Name of Biosphere Reserve	
Country / Region	
Name of Primary Contact Person	
Email	
Telephone Number	
Length of Film (in seconds)	

Transcription in ENGLISH of film audio: