



#MyWorldOurPlanet
#EUClimatePact

EUROPEAN UNION 

How to create your contribution ?



Choose your pledge



1
**Choose
your pledge**

I pledge
to walk
more

I pledge
to fly
less

I pledge
to drive
electric

I pledge
to cycle
more

I pledge
to take
the train

I pledge
to take
public
transport
more

Technical tips for filming yourself using your phone camera:

A. Ask someone to film you with your own phone

B. Hold the phone in vertical position – do not film in horizontal position

C. Walk in the frame from left to right

2

Film yourself moving from left to right



Enter and exit the frame
and make it funny!

Now that you have your film you have two options.



1. Send your video to us

Send us your video mentioning the pledge you've chosen
and your consent and

email it to **ambassadors@euclimatepact.eu**



2. The Instagram option (starting 17th September!)

Add your pledge to the video and the #ClimatePactMovement in the caption and share your video directly via your IG account (as an IG reel)

This option is available starting **17 September**, when the Mobility campaign is publicly launched.



The Instagram option

STEP BY STEP GUIDE HOW TO ADD YOUR VIDEO USING INSTAGRAM REELS

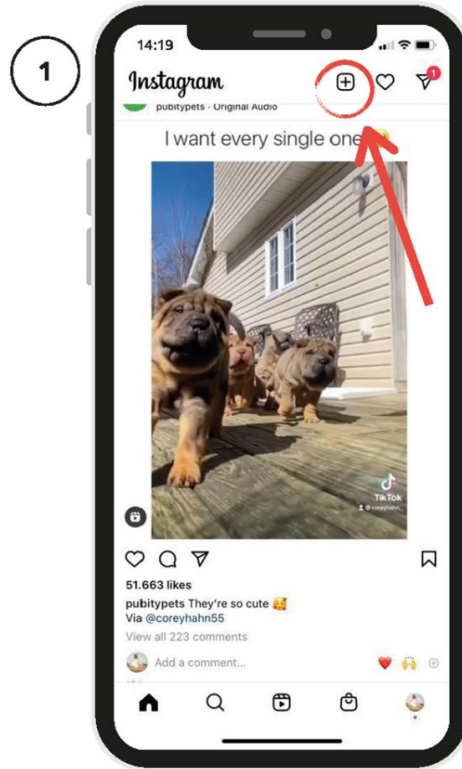


The Instagram option

Decide if you will **use the video you have already created to post on Instagram ...**
or if you will **shoot a new one using Instagram Reels.**

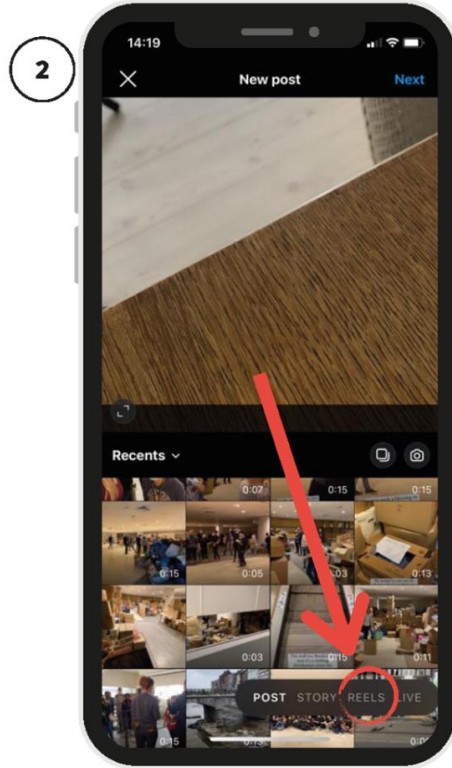
The Instagram option

Open Instagram and tap the + symbol at the top right corner.



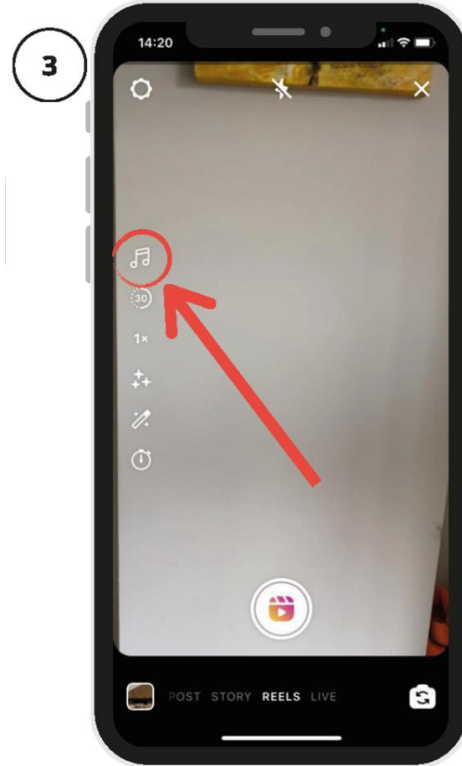
The Instagram option

Select REELS at the bottom right corner.



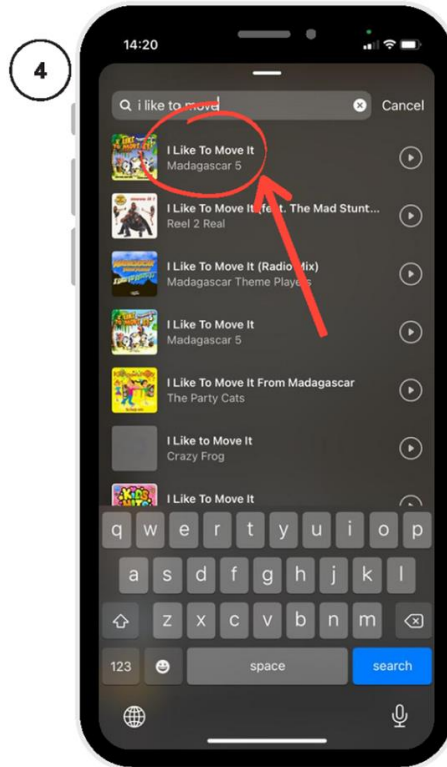
The Instagram option

Select the music symbol from the left side.

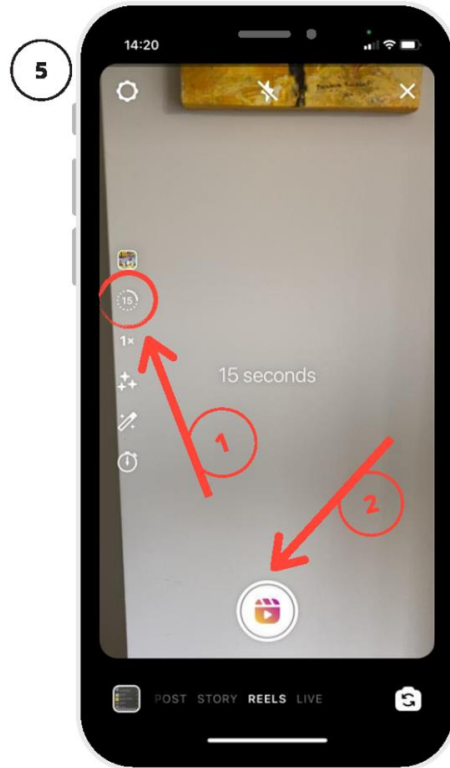


The Instagram option

Search for the song "I Like To Move It" (version from the movie Madagascar 5).



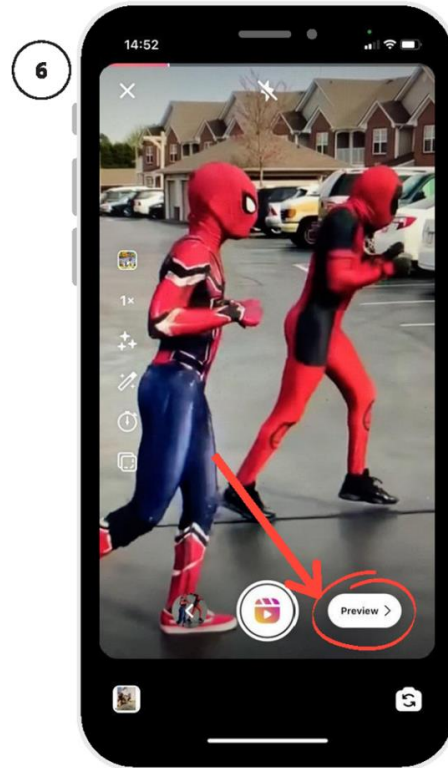
The Instagram option



Select 15 seconds – not 30 seconds – and tap to start filming.

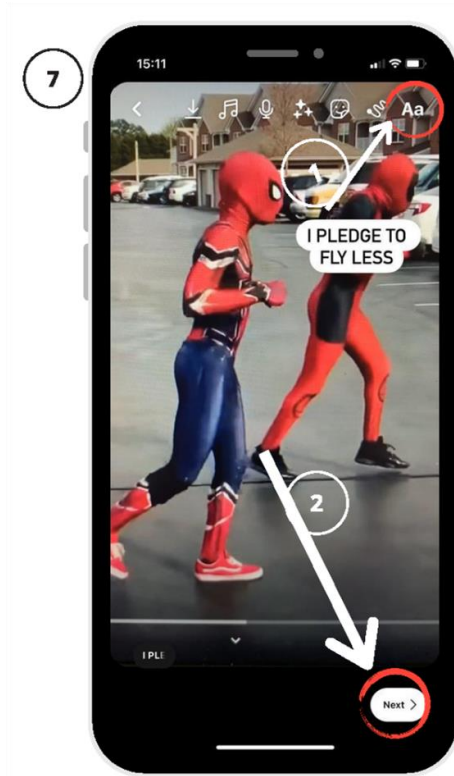
Film yourself for maximum 10 seconds moving from left to right in your own style (dancing, on a bike, piggyback ride with your kids etc).

The Instagram option



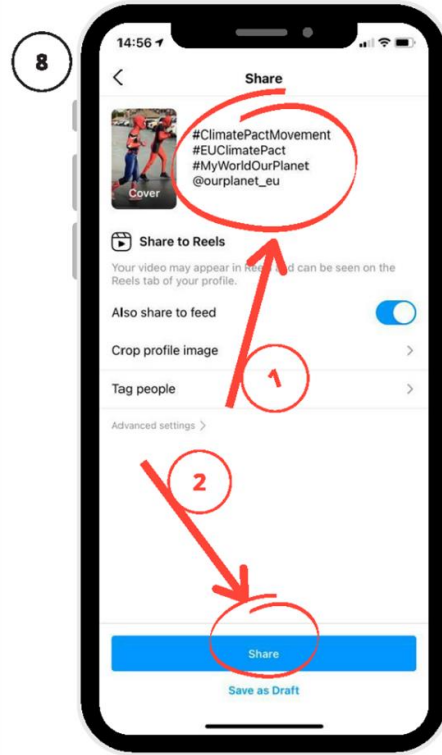
Once you've finished filming, tap **PREVIEW** at the bottom right corner to view your recording.

The Instagram option



If you are happy with it, you can add text to the video by tapping the Aa symbol in the top right corner, and type in your pledge.

The Instagram option



Add a **short caption** to encourage your followers to make a move for the climate and to take their own pledge (below examples of captions) ...

... and add **#ClimatePactMovement** and the 2 campaign hashtags **#EUClimatePact** and **#MyWorldOurPlanet**.

Don't forget to tag the official Climate Action account on Instagram: **@ourplanet_eu**.

Once you are ready, publish your video to your feed by tapping **SHARE**.

The detailed written tutorial

Technical tips to film yourself using Instagram camera and publish video on social media:

1. Open Instagram and tap the + symbol at the right top corner
2. Select REELS at the bottom right corner
3. Optional: Select the music symbol from left side
4. Search for the song "I Like To Move It" (version from the movie Madagascar 5)
5. Select 15 seconds – not 30 seconds and tap to start filming.
Film yourself for maximum 10 seconds moving from left to right in your own style (dancing, on a bike, piggyback ride with your kids etc).
6. Once you finished filming tap PREVIEW in the right bottom corner to view your recording.
7. If you are happy with it you can add text on the video by tapping the Aa symbol in the top right corner and type in your pledge (I pledge to fly less, drive less, cycle more etc) and then tap NEXT in the bottom right corner.
8. Add a short caption where you encourage your followers to join the longest sustainable movement and take their own pledge (below examples of captions) and add #ClimatePactMovement and the 2 campaign hashtags #EUClimatePact and #MyWorldOurPlanet. Don't forget to tag the official Climate Action account on Instagram: @ourplanet_eu. Once you are ready publish your video to your feed by tapping SHARE.



Thank you.

