

The logo for IMPACT, featuring the word "IMPACT" in large, bold, white capital letters on a red-to-purple gradient background.

TRANSFORMING
CONFLICT WITH ARTS
AND CULTURE

A thick, wavy orange line that starts from the left edge and curves upwards and then downwards.

MESSAGES OF HOPE VIDEO BRIEF FOR IMPACT: CREATING HOPE TOGETHER

Share a message of hope for the world: bit.ly/creatinghopevideo

For our virtual series **IMPACT: Creating Hope Together** launched on **January 19, 2024**, we are collecting messages of hope, solidarity and humanity from people around the world. Individual messages will be shared on social media in the lead up to, during and after the series.

Instructions:

To take part in the Messages of Hope campaign, simply follow these steps:

- Say "Hello" in your native language
- Share your name, origin and/or current location
- Share your message of hope, starting with: "I am part of IMPACT because..."
- You can end your message with "Let's create hope together!"
- Your video should be no longer than 30 seconds

Technical tips - Please make sure that

- your camera is in landscape mode, and stable
- the lighting is good, and your full face is visible
- the background is not too busy
- the sound quality is good (if needed, you can use a different device to record the audio and send the audio and video file separately)
- save the file with your [name, location] and upload on our Drive

Share your message with us here bit.ly/creatinghopevideo

You can also share your video on your social media and invite others to join, tagging us @impactartorg with hashtag #impactcreatehope

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THANK YOU!