

1. Guidance questions and steps to record the video

- Please state your main reason to commit towards WHO's first Investment Round
- Please state the Member State and the financial commitment:
 - Kindly mention the amount and currency
 - Please include the period for the funding, the type of financial commitment, if appropriate
 - Please highlight any particularity worth mentioning – e.g. flexible/fully flexible funds, first time VC or CVCA commitment, if pledge represents a notable percentage increase over previous, etc...)
- If not pledging funds, please state your commitment to WHO and the goals towards the GPW14 and the Investment Case
- Please, record the following clearly, to end your video: **“All for Health, Health for All - Invest in WHO”** (spell out W, H, O)

2. **Duration:** 60 seconds maximum

3. **Technical Specifications:**

We plan to use the whole or edited video as part of our campaign to showcase Member States commitments to the Investment Round on the WHO website and social media channels. We also will use the material as part of the Investment Round related events.

To make the clips more useable on a variety of channels:

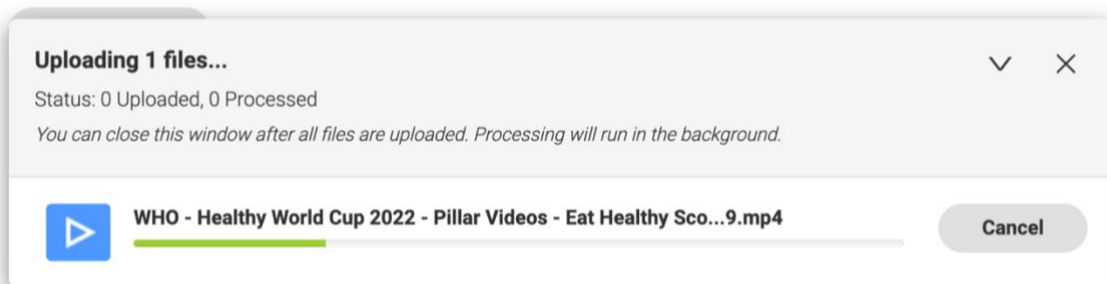
- Please film horizontally in 16:9 in at least full HD, higher resolution if possible.
- Please frame slightly wide, so that we can crop into the image to reframe for square/vertical if needed
- Please use even lighting
- Please place the person in the centre of frame
- Please do not include any text, logo, emblem or other visuals on screen (ie, lower-thirds, intro titles) - flags or logos behind the subject are acceptable
- Kindly send clean versions, with no onscreen added text or logo, no intro or outro sequence, no background music

Upload link: <https://tinyurl.com/mrxy3fs8>

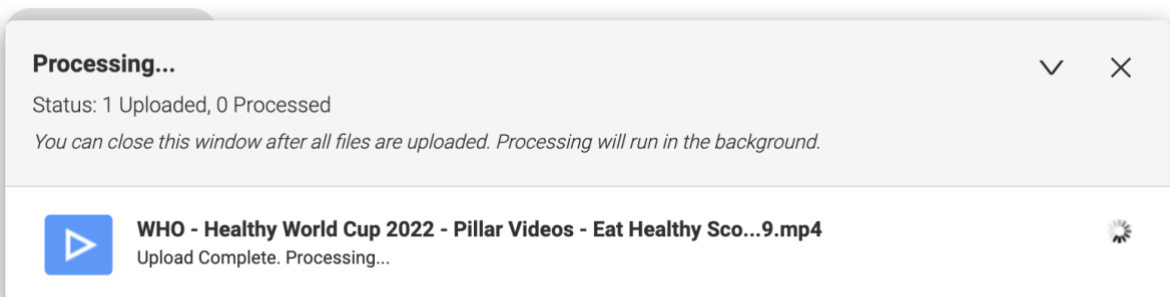
Contact for any questions or advice: Christopher Black – blackc@who.int

Uploading files – extra information:

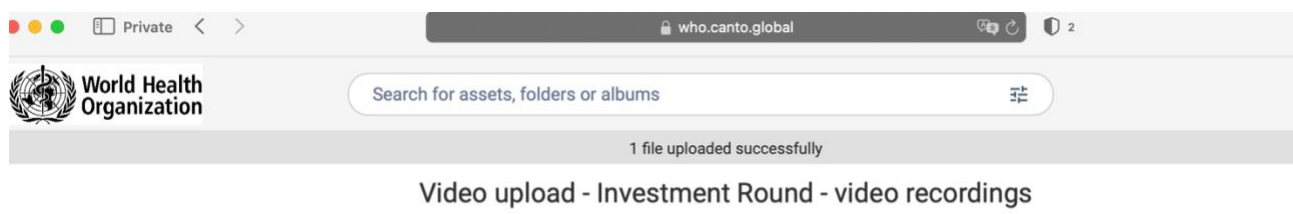
- Video uploading time depends on your internet connection.
- While uploading you will see this screen:



- After uploading takes place, the video is processed by the system. You can see a message indicating that this is taking place. Processing length depends on video size and compression.



After the uploading is complete you will not see a video, but you will see a message saying the uploading is complete:



If you click on details you will see:



Video upload - Investment Round - video recordings

Information



1 file uploaded successfully.

Close

Upload Link is empty.

+ Upload Files