## Annex 1 – Project planning document

**Project Brief**

**Project Name**: Producing a video as an awareness-raising tool for EBU members to support the implementation of the EBU minimum standards for low vision services in Europe

**Project leader:** Birgitta Blokland of the EBU Low Vision Network

**Date of brief:** 30/03/2016

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**1. Overview**

* 1. **Project objective(s)**

To produce awareness-raising video to help national members promote and lobby for the implementation of the 10 standards, fully in line with the UNCRPD, as a continuation of activities implemented in this field in 2014 and 2015.

The video will portray persons with low vision in their diversity, the impact on their daily life and the need for adequate low vision services on an individual basis. Age, gender and geographical representation will be guidelines for the selection of participants in the video. Reference will be made to facts and figures, good practice examples and the toolkit produced in 2015.

* 1. **Benefits / Outcomes**

EBU members better equipped to lobby for the implementation of EBU’s 10 standards for low vision services in Europe (developed in 2014).

**2. Scheduling/Phasing**

A road map with deadlines is being put together, main tasks will be:

1. Preparing price bid and company selection

DEADLINE: by February/March 2016

STATUS: Done.

1. a. Preparing and sending call for participants to partially-sighted persons in EBU member countries.

b. Writing information and instructions for participants

c. Facilitating the upload of participants’ videos

DEADLINE: mid-June 2016

STATUS: in progress

1. First briefing with subcontractor

DEADLINE: end of June 2016

STATUS: Done on 24 April 2016

1. Shooting and uploading videos by participants. If videos are recorded in a national language, translation into English and English voice-over will be provided by participant or national organization.

DEADLINE: end of September 2016

1. Selecting videos.

DEADLINE: within 5 working days after deadline 4.

1. Editing the different videos into one with animation, voice-over (VO) and audio-description (AD) with the technical support of the subcontractor. Write script, VO text and AD text. Record VO and AD. Create, edit and mix.

DEADLINE: mid-December 2016

1. a. Press release text, Flash news, Facebook and possibly Twitter posts.

DEADLINE: mid-December 2016

b. Article EBU Newsletter,

c. Upload on the EBU homepage under Latest News, on the low vision section, on the project section and on the rehab section.

DEADLINE: mid-January 2017

**3. Who is involved and project costs**

**3.1 Cost of project**

* Production of awareness-raising video: 6000 EUR
* Video production meeting (1 EBU expert): 400 EUR

To be funded by the REC programme of the EC.

**3.2. Teams and Partners Contributing**

This activity will be lead by Birgitta Blokland and implemented by a different group of experts from the one for the projects in 2014 and 2015, given the different format of this year's activity.

The group will benefit from technical support from a subcontractor and administrative support from the EBU office.

**4. Relationship to other EBU projects and activities**

This project is activity 3.4 of EBU’s REC16 work programme.

**5. What might go wrong?**

The main risk is EBU members’ contribution to be lower than expected.

**6. Other relevant information**

None.