

Explanation of our project (for the purpose of the video making)

- **Who are we?**

The active group currently working on this project consists of 5 international members:

- **When we started and from where all this movement started?**

In 2015, the Faculty of tourism at the University of Girona, located in Catalonia, Spain, initiated a project in Western Sahara. In the beginning, the project did not have a linear objective – which was to use (TOURISM, INCREASED HUMAN MOBILITY) to form solidarity with the last colony of Africa that today exists as a nation in exile. The first step was to do investigation for a group of 7 international students to explore the different aspects of the Western Sahara refugee camps located in Algeria. The students also visited certain parts of the liberated territories that today remains under Polisario control. (for more information refer to the other provided document.)

So far three different trips have been undertaken by the project. In 2017, the research team became found value in focusing their time and energy to conduct field research for the purpose of creation of a visual guidebook as a source of information for outsiders interested in Western Sahara. By 2018, the third trip, for the purpose of gathering more data to complete the book as well as take the Western Saharawi Ambassadorship program further was completed in February. The next trip to the area will be on February 2019.

- **Explanation of the Western Sahara ambassadorship program.**

The Western Sahara ambassadorship program has been developed with the purpose of creating higher international awareness for this almost forgotten conflict of Western Sahara. As the name suggests, this program aims to create international ambassadors to Western Sahara from a more international diaspora. The objective is to give socially aware citizens an opportunity to visit and

understand Western Sahara and its people personally so that they can spread the word in their home countries once they return.

- **Video structure:**

- 1) Intro to the team – The University of Girona and the project aim
 - 2) Background on WesternSahara
 - 3) Progress so far (starting with trip 1, 2 and 3?)
 - 4) The ambassadorship program (objectives and goals)
 - 5) Guidebook (just a quick intro)
- The video should be max. 3 minutes – you know how difficult it is to keep someone watching the whole video; people tend to be busy nowadays and prefer to see stories on Instagram than project videos.
 - The video should start with the logo of the project (in our case that we still do not have a logo maybe we can show the book cover as I think this is also attractive) and the title of the project and some attractive music to make people want to listen and see.
 - It is nice to have someone talking in the background (any of us can do that) and showing videos/pictures at the same time (so it is not only the person but also the videos/images) and they listen to our story
 - Think of changing the structure. Instead of team-background-progress-program-guidebook, we can do:
 - a) Background (the conflict is interesting for the audience, so starting with the story first will make them stay and see the whole video, max 35 seconds).
 - b) When the movement started: talk about the first project from UDG to the camps (an international team of students went to the camps to understand the situation the better etc., max 35 seconds).
 - c) Team (an international team of 4 members took the initiative to develop a project etc.) and you we say who we are –personal video individually, 7 seconds per person!!! (HELP ME TO UNDERSTAND IF THIS IS A GOOD IDEA).
 - d) Global ambassadorship program (what is it, what do we do, why do we do it, goals and objectives) (40 seconds).

e) Guide (show some pages of the guidebook and talk about the aim, why did we do it) (30 seconds)

The traditional way is to introduce first ourselves before starting talking about the project, so we can stick on this; I just think that the case is interesting and will make the attendants see the whole video.