



Tell Your (Green) Mobility Story



RULES FOR PARTICIPATION

Hi!

Thank you for participating in Arqus TYMS - Green Mobility Edition!

We can't wait to watch your video (or videos) and get to know more about you and your sustainable experience abroad.

Creativity is totally in your hands and we want you to feel free to express yourself. For organizational and ethical reasons we nevertheless invite you to take note of the following **rules** when filming your video(s):

- Your video must showcase “**green mobility**” experiences, whether that be choosing sustainable travel (e.g., trains, bikes) or adopting eco-friendly lifestyle habits (e.g., zero-waste, second-hand shopping) during your exchange
- Respect **intellectual property**
- Make sure you have the **permissions** from people appearing in the video and for filming in the chosen area/location
- No **violent, controversial and discriminative** contents are accepted
- Maximum length of each video: **90 seconds**
- **Vertical** format
- Use **English** or one of the **official languages** spoken in Arqus related countries, but with English **editable subtitles**
- You may participate with a maximum of **3 videos**

Once you are ready, please send your masterpiece via [We Transfer](mailto:mobility-hub@arqus-alliance.eu) to mobility-hub@arqus-alliance.eu by **31 May 2026** at the latest.

Our staff will make sure the videos comply with the rules above and will publish them on the Arqus official YouTube channel right after the deadline.

From the beginning of June until 10 July 2026 videos will be published on the official Arqus YouTube channel and will be voted by viewers with a “like”.

The **most-voted video maker** will win a **Eurail pass** (approximate total value of **900 Euros**), which can be used to continue their sustainable journey (either solo or shared with a travel companion)!

• TECHNICAL RECOMMENDATIONS

Whether you are using your own smartphone or borrowing some good equipment from your friends, here are some guidelines for the quality shooting of your videos.

The equipment:

If you can, use a camera, and shoot in 1920x1080 (or Full HD) format. If not, you can use a cell phone, which offers a sufficient definition (below 720p, it becomes complicated!).

In both cases, you might consider getting a tripod (or something to put your device on) so that the image is stable. Keep in mind that if you walk while filming the result could be shaky, filming movement is great for the end result but make sure it is not too shaky. Sometimes it's better if the camera is still and the subject moves than the other way around.

The setting:

You can shoot outdoors or indoors, but it's anyway better to avoid filming the subject in front of a plain wall. Prefer a backdrop, with depth if possible (you must have a certain distance between the back of the subject and the background of the room). Also, beware of interfering elements in the frame (trash can, sign, etc.).

The light:

The subject must be well-lighted. Obviously, avoid backlighting (unless you do mean using it): if you film with the subject's back to the light, the subject will be underexposed at worst, or even in the dark in the image. If the light is too strong, and the subject is overexposed in the image, two solutions: 1) move the subject back so that it takes a little less light, making sure that the background remains visible; 2) reduce the light from the window by drawing a curtain or placing a diffuser, such as tracing paper, in front of it.

The frame

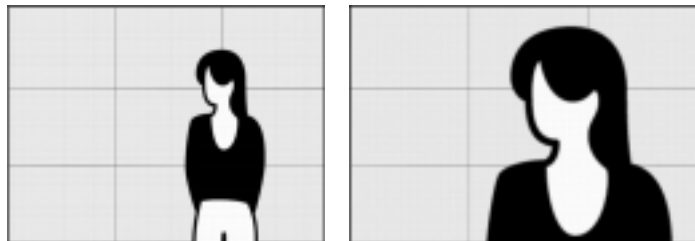
If you are filming a stationary person, you can use the rule of thirds: the subject

should be either in the left or right third of the image, and his or her eyes should be about one-third of the way up to the frame.



The person's gaze must also cross the frame, from left to right if you have framed him/her in the left third of the image, or from right to left if you have framed him/her in the right third of the image. To do this, you must be on one side or the other of the camera or smartphone so that the person is looking at you, and not behind the screen, otherwise the person will look at the lens.

Ideally, shoot two different shot values, for example, a waist shot and a chest shot, as in the example below:



This will also allow you to have several takes in case there is a sound problem, a word you don't understand etc.

The sound

For recording a voice, it's best to use a lapel microphone. If you are filming in public spaces try to find a quiet time for filming. Sometimes you can use the voice memo app on a second phone to record the audio if the filming device is picking up too much noise and you don't have a proper microphone.

If you are using music in the background, please make sure it's copyright-free.