**GET ON YOUR BIKES - toolkit**

Instrument no. 2: Promoting campaigns

|  |  |
| --- | --- |
| Method / Implemented by | Video – implemented by - Secondary school Bedekovcina |
| Necessary items | 1. Scenario 2. Actors 3. Bikes 4. Camerman |
| Steps in implementing the method | 1. Making the scenario 2. Casting – four main actors 3. Organisation (kindergarden, primary school, mayor) 4. Taping 5. Here it is! ☺   https://www.youtube.com/watch?v=kwm9EBx8Aes |
| Costs | For taping – camerman costs - 756,14 kn = 99,5€ (1€=7,6kn. |
| Advantages of the method | The process of creating a scenario was very exciting. We had a brain storming first. Students showed and boosted their creativity; and, what's not less important, had a great time. We made some kind of casting for the main four actors. Final decision was made by our cameraman who was hired to make our video more professional. We had no problems to include children from local kindergarden and primary school – they are always happy to be a part of activities like this one. We enjoyed during taping – especially during group scene (wheel) and on the main square, however scenes with little children were the most pleasurable. Its great that in this video we promote, not only cycling, but also the beauty of cycling through our city, so most of people working or living in Bedekovčina were very proud of our work. |
| Drawbacks | It cost some money if you want proffesional video with good quality. |