

FOR COORDINATORS OF ERASMUS+ & EUROPEAN SOLIDARITY CORPS PROJECTS

How to document your Erasmus+ & ESC project.

Checklists, shot lists, interview questions and the EU visibility rules — so
your project gets the film, the photos and the report it deserves.



START HERE

A good film is not a souvenir. It's evidence.

For an EU-funded project, the photos and videos you make are not extras. They are **proof, visibility and recruitment** — the same footage, working in four directions. This guide shows how to plan them, shoot them and use them, whether you film it yourself or bring someone in.

01

It's part of the deal

Erasmus+ and European Solidarity Corps beneficiaries must clearly acknowledge EU support in all communication — and **the grant may be reduced if the visibility rules are not respected.**

02

It's your evidence

Final reports, partners and your next application all need the same thing: clear proof of what happened and what changed for the people involved.

03

It recruits your next group

Young people decide in seconds. Real footage of a real placement — the kitchen, the people, the free weekends — does more than any description.

04

It's part of the learning

Youthpass is built on reflection. A camera and good questions help participants put into words what they learned — and keep it.

IF YOU ONLY REMEMBER THREE THINGS

①

Consent before cameras.

②

The EU emblem on everything you publish.

③

Plan the story before you arrive.

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01 — BEFORE · 6 TO 2 WEEKS AHEAD

The six weeks that decide everything.

Most of what makes documentation good — or impossible — is decided before anyone arrives. **Tick these off with your team and partners.**

DECIDE

- ☐ What the documentation is for — report, social media, recruitment, a film. **Pick your top two.**
- ☐ Who films: one person with real time for it — not your busiest facilitator. Ideally someone who takes part.
- ☐ The formats you need at the end (page 07), so you shoot for them from day one.
- ☐ One sentence that sums up your project. Every piece of content comes back to it.

LOGISTICS

- ☐ Filming moments written into the daily programme (page 05).
- ☐ Kit checked: free phone storage, power banks, a clip-on mic, a small tripod.
- ☐ A shared folder and a naming rule, e.g. **DAY03_kitchen_interview-anna.**
- ☐ A backup routine: where every file goes, every evening.

CONSENT & SAFETY

- ☐ Consent forms ready and translated into participants' languages (page 04).
- ☐ Parent or guardian consent for anyone under 18.
- ☐ Agree with the host what may and may not be filmed — residents, minors, private spaces.
- ☐ A visible “no camera” sign for people who don't want to appear — a coloured lanyard works.

EU VISIBILITY ASSETS

- ☐ The official EU emblem with “Co-funded by the European Union” — downloaded, never redrawn.
- ☐ The programme logo, if you use it, placed **alongside** the EU emblem — never instead of it.
- ☐ A video end card and a social post template, prepared in advance.
- ☐ Your disclaimer text ready for descriptions and documents (page 09).

A BRIEF THAT FITS ON ONE PAGE

Write three lines before you shoot anything: **Who is this for?** (funders, partners, future participants) · **What should they feel?** · **What should they do after watching?** (apply, partner, approve). If you can't answer, the footage won't either.

YOUR PROJECT IN ONE SENTENCE

02 – CONSENT, PRIVACY AND RESPECT

People talk to a camera when they trust who's behind it.

Consent is not a formality. In youth work and care settings it is the base of everything — the footage is better when nobody feels watched.

WHAT A GOOD CONSENT FORM SAYS

- ☐ What you will record: photos, video, voice.
- ☐ Where it may appear: social media, website, reports, partners' channels, EU results platforms.
- ☐ For how long it will be used and kept.
- ☐ That saying yes is voluntary — and can be withdrawn at any time.
- ☐ **A separate tick-box for each use**, so people can say yes to the report and no to social media.
- ☐ Who to contact to change their mind.

MINORS AND VULNERABLE PARTICIPANTS

- ☐ Written consent from a parent or guardian for anyone under 18.
- ☐ In care facilities, agree with staff first: residents' consent, and their guardians' where needed.
- ☐ When in doubt, film hands, backs, details and wide shots — not faces.
- ☐ Never publish location details that put someone at risk.

ON SITE

- ☐ Show the camera, don't hide it. Explain what it's for on day one.
- ☐ Ask before every close-up.
- ☐ Respect the lanyard. Delete on request, without discussion.

SAMPLE WORDING — ADAPT IT WITH YOUR ORGANISATION

I agree that photos, videos and audio in which I appear, recorded during _____ (project), may be used by _____ (organisation) for:

- ☐ the final report ☐ the project website ☐ social media ☐ partners' channels ☐ EU results platforms

I can withdraw my consent at any time by writing to _____

Name, date, signature _____ Parent or guardian (under 18) _____

MUSIC AND RIGHTS

Use licensed or royalty-free music. Popular songs get videos **muted or blocked** on social platforms — usually the week you need them most. The same goes for footage, photos and fonts made by others: use, credit, or ask.

PLEASE NOTE

This page is practical guidance, not legal advice. Data-protection rules (GDPR) apply to photos and videos of identifiable people, and national rules on minors differ. Check with your organisation, your partners and your National Agency.

03 — DURING · THE DAYS ON SITE

A daily rhythm

and 20 shots that tell any exchange.

You don't need to film all day. **Twenty minutes, at the right moments, every day** beats eight hours on the first day and nothing after.

THE DAILY RHYTHM

Morning · 5 min	One wide shot of the group and the plan of the day on the board.
Activities · 10 min	Details (hands, materials, food), faces listening, three or four clips of 5–10 seconds.
Break · 2 min	One micro-interview: one person, one question, 30 seconds.
Evening · 5 min	Record quotes from the reflection circle (audio is enough). Back up. Pick tomorrow's three best photos.

THE SHOT LIST

- | | |
|---|--|
| ☐ 01 Arrival: bags, first hellos, the venue sign | ☐ 10 Small details: name tags, the schedule board, notes |
| ☐ 02 Name games and icebreakers — the first laughs | ☐ 11 Quiet moments: a walk, a coffee, a view |
| ☐ 03 A wide shot of the place, with the host's logo | ☐ 12 The reflection circle |
| ☐ 04 Group photo on day one — remember the spot | ☐ 13 Facilitators and staff at work |
| ☐ 05 Hands at work: cooking, building, painting | ☐ 14 Free time and trips — the "postcard" shot |
| ☐ 06 Faces listening | ☐ 15 Before and after of anything you made |
| ☐ 07 One participant explaining something to another | ☐ 16 The Youthpass or certificate moment |
| ☐ 08 Intercultural night: food, flags, music | ☐ 17 Goodbyes, hugs, the bus leaving |
| ☐ 09 The people you work with locally — with consent | ☐ 18 The same group photo, same spot, last day |
| | ☐ 19 Partners' and EU visibility in context: banner, T-shirts |
| | ☐ 20 One shot nobody planned — keep the camera ready |

SHOTS ONLY YOUR PROJECT HAS

04 — INTERVIEWS

Questions that get real answers.

The strongest material in any exchange film is a person, in their own words, telling you what changed. **The trick is to ask before and after.**

THE BEFORE / AFTER TRICK — ASK THE SAME PERSON ON DAY ONE AND ON THE LAST DAY

Day one

- What do you expect from these days?
- What are you a bit worried about?
- What do you think you can bring to the group?

Last day

- What surprised you?
- — What will you take home with you?
- What would you tell someone thinking of applying?

Cut the two answers side by side. The difference is your impact — on camera.

PARTICIPANTS

- A moment you'll remember from these days?
- Something you learned that you didn't expect?
- How did you communicate without a shared language?
- What will you do differently at home?

HOST STAFF & PARTNERS

- What changed for you, and for the people you support?
- Why do you host volunteers?
- What would you say to an organisation thinking about it?

COORDINATORS

- Why this project, why now?
- What does success look like?
- What would you do differently next time?

FIVE TIPS FOR THE MOMENT ITSELF

- ☐ **Their language, your subtitles.** People are more honest in their own language — translation happens in the edit.
- ☐ **Ask them to repeat the question in the answer** — “What surprised me was...” — so the clip works on its own.
- ☐ **Eye level, window light on the face, phone close** for clean sound.
- ☐ 30 to 90 seconds per answer is enough. **Wait three seconds** before the next question — the best line often comes after a pause.
- ☐ Never interview someone who looks uncomfortable. Come back later, or don't.

05 — FILMING WITH A PHONE

Ten rules that fix 90% of problems.

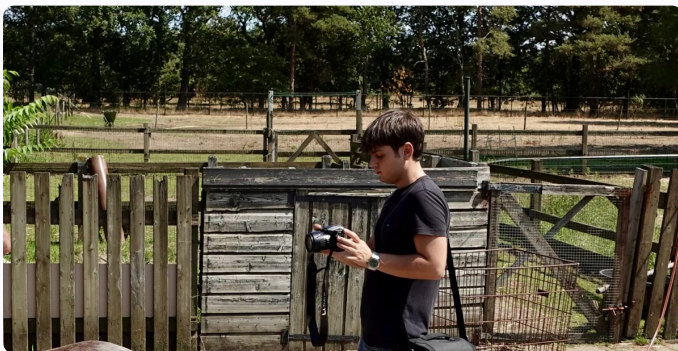
Today's phones are more than good enough. What makes footage usable is not the camera — it's **light, sound and patience**.

- 01 Clean the lens.** Every time. Most “blurry” footage is a fingerprint.
- 02 Choose the shape:** vertical for social, horizontal for the film — or shoot the key moments both ways.
- 03 Sound beats image.** Viewers forgive shaky shots, not bad audio. Get close or use a clip-on mic.
- 04 Light comes from a window** in front of the person — never from behind them.
- 05 Hold every shot ten seconds,** without moving. The edit needs it.
- 06 Lock focus and exposure** on the face — a long press on most phones.
- 07 Wide and close, always.** A wide shot to say where, a detail to say what.
- 08 Don't zoom digitally** — walk closer.
- 09 Back up every evening,** to two places.
- 10 Name files by day and moment.** You'll thank yourself in the edit.

FORMATS CHEAT SHEET

WHERE IT GOES	SHAPE	SIZE (PIXELS)
Reels, TikTok, Shorts, Stories	Vertical 9:16	1080 × 1920
Instagram & LinkedIn feed	Portrait 4:5	1080 × 1350
YouTube, website, presentations	Horizontal 16:9	1920 × 1080 or more
Reports and print	Photos, any shape	Largest available, with a caption

Platforms change their recommendations from time to time; these are safe defaults in 2026.



The minimum kit that covers almost every exchange: a recent phone, a clip-on microphone, a small tripod, two power banks and enough free storage. Everything else is a bonus.

06 — AFTER · EDITING AND PUBLISHING

Publish while people still care.

Attention fades in days, not months. **Share something small within 48 hours**, then build up to the full film and the report.

THE AFTER CHECKLIST

- ☐ Select while memory is fresh: the best 20 photos and 10 clips of each day.
- ☐ Collect participants' best photos and videos — with consent.
- ☐ Edit a short recap first (60–90 seconds), the longer film after.
- ☐ Subtitles in English and in the host language — many people watch muted.
- ☐ EU emblem and “Co-funded by the European Union” on the end card; disclaimer in the description (page 09).
- ☐ Credit partners — and participants, if they want to be named.
- ☐ Archive originals, final files and consent forms **together**.

A 30-DAY PUBLISHING PLAN

Day 0–2	A recap reel, while everyone is still sharing.
Day 3–5	One participant's story: interview and photos.
Day 7	A carousel of the ten best photos.
Day 14	Behind the scenes, or the host's point of view.
Day 21	The before / after answers, side by side.
Day 30	The full film — premiere it with your partners, then attach it to your report.

ONE PROJECT, FIVE USES

Final report Photos with captions, quotes, numbers.	Results platforms Erasmus+ projects share results on the Project Results Platform.	Your channels Website, newsletter, social media.	Next call Real faces recruit the next group.	Next application Evidence of impact you've already delivered.
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WHO PUBLISHES WHAT, AND WHEN

07 – EU VISIBILITY · PRINT THIS PAGE

The EU visibility checklist.

Beneficiaries must clearly acknowledge the European Union's support in all communication and dissemination activities and products. **Check every piece before it goes out.**

THE EMBLEM

- ☐ The EU emblem with the statement **“Co-funded by the European Union”** (or “Funded by...”), spelled out in full and placed next to it.
- ☐ Translated into the local language where appropriate.
- ☐ Shown with other logos? The EU emblem is **at least as big as the biggest of them**.
- ☐ Minimum height 1 cm; clear contrast — a white border if the background is coloured.
- ☐ Never modified, recoloured or merged with other graphics.
- ☐ The programme logo can sit alongside — it can't replace the EU emblem.

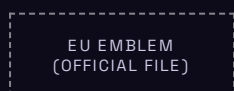
WHERE IT GOES

- ☐ Social media posts and profiles about the project.
- ☐ Videos: on the end card, and in the description.
- ☐ Website pages about the project.
- ☐ Printed material, banners, T-shirts, presentations.
- ☐ Reports, guides and other publications — with the disclaimer below.
- ☐ Press releases and media contacts.

DISCLAIMER — THE WORDING MOST PROJECTS USE

“Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [your granting authority — e.g. your National Agency]. Neither the European Union nor the granting authority can be held responsible for them.”

VIDEO END CARD · EXAMPLE LAYOUT



+ partner logos, never bigger than the EU emblem

“The beneficiary's grant may be reduced if such provisions are not respected.”

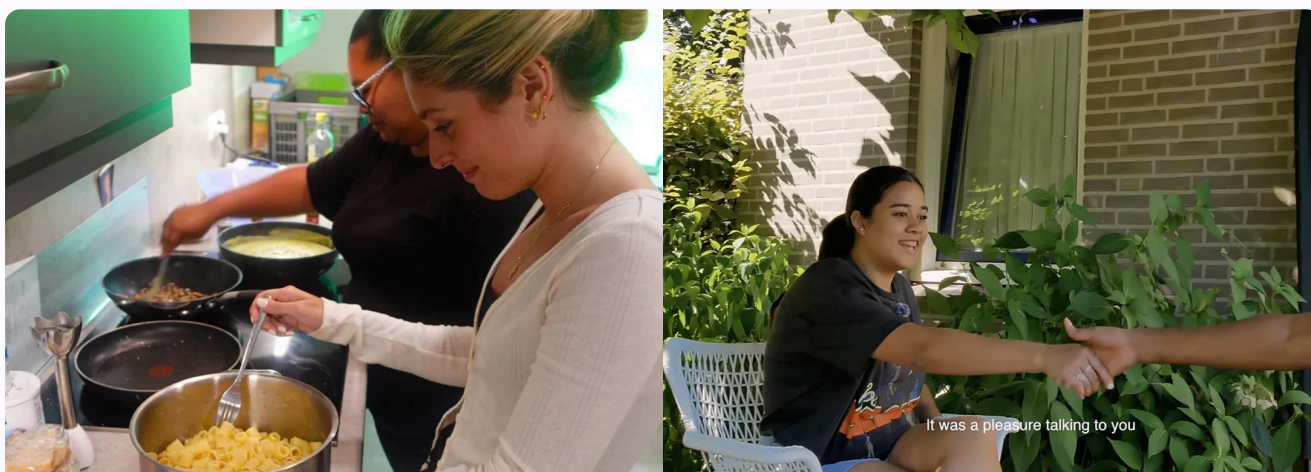
Erasmus+ Programme Guide — the European Solidarity Corps Guide 2026 says the same. Your grant agreement and your National Agency's guidance always prevail: check them for the exact rules of your project.

08 — LEARN FROM OTHERS

Eight common mistakes

— and what it looks like done well.

- **Filming everything, planning nothing.** Forty hours of footage, no story.
- **Cameras before consent forms.** Material you can't legally use.
- **Only wide group shots.** No faces, no emotion, no story.
- **Bad sound.** The one thing viewers don't forgive.
- **Publishing months later.** By then, nobody is listening.
- **Forgetting the EU emblem** — or using only the programme logo.
- **A popular song as soundtrack.** Muted or blocked within hours.
- **Nobody in charge of backup.** One lost phone, one lost week.



IN PRACTICE

Elke Gastheerschap+ × Cello — a European Solidarity Corps exchange, August 2026

Volunteers from Italy, North Macedonia and Aruba spent two weeks cooking and running activities with the residents of Cello, a care organisation in Rosmalen (NL). We joined **as volunteers before picking up a camera** — same schedule, same meals, same weekends — and delivered a full documentary, photography and social content for the organisation's reports and recruitment.

25+

VOLUNTEERS

3

COUNTRIES

5

LANGUAGES

2

WEEKS ON SITE

"Having someone cook for all of us for two weeks gives us the time to do things we normally never get to do, to help and connect with our clients. It's good for everyone."

Esmee — Cello staff, interviewed in the documentary

WANT US TO DO IT FOR YOU?

Projects that change people deserve to be seen.

111 HOUSE is a production house and creative network based in Italy and the Netherlands. We film youth exchanges, volunteering projects and the organisations behind them — **as people who have been volunteers ourselves.**

Exchange documentary

€3,000 – €6,000

The whole project from arrival to departure, interviews in participants' own words, subtitles and social cut-downs.

Live social content

€600 – €1,200

Reels, stories and posts during the project, when people are still paying attention.

Presentation film

€2,500 – €4,000

Who you are and what a placement feels like — to explain your work and recruit volunteers.

Single reel

€250 – €400

One vertical video for a call for participants or a project announcement.

Indicative 2026 prices. Every delivery includes the EU funding acknowledgement where required.

Tell us the dates, the place and who's taking part.

We reply personally within 48 hours.

111producton@gmail.com

tripleonehouse.com/erasmus.html



SOURCES

Erasmus+ Programme Guide, Part A — visibility, dissemination and the Project Results Platform · erasmus-plus.ec.europa.eu

European Solidarity Corps Guide, 2026 call — “Communicating projects and their results” · youth.europa.eu

European Commission — The use of the EU emblem in the context of EU programmes 2021–2027

Youthpass — youthpass.eu