

# Witness Stand filming guidelines: *Self-produced testimonials*



## Introduction



### Why participate in the Witness Stand

*Stories from the frontlines* of the climate crisis need to be seen by the judges of the International Court of Justice in the Hague.

These judges will soon rule on [a historic Pacific-led case](#) that links the climate crisis with human rights. If successful, their legal ruling could help hold governments and corporations accountable for the damage they cause to people and the planet.

We need the ICJ judges to ***understand the very real consequences of their actions and power.*** We need the judges to protect present and future generations. We need them to hear our stories.

### How to participate

***Record short video testimonials of either yourself or others.*** Share your experiences of the climate crisis and its impact on your life, family, friends, and community. Even if you haven't faced it directly, you can still share your hopes and fears, and stand in solidarity with those who are living through it. Every voice counts in the fight for climate justice. So add your voice to the call for climate justice.

You can already find many powerful videos from users all over the world using the Hashtag on Instagram, such as [this one](#) by Tash from Bhutan, or [this one](#) by Veronica from Zambia. The Witness Stand is furthermore supported by prominent voices within the climate justice sphere, such as [Ayisha Siddiqi](#), Climate Advisor to the UN Secretary General or [Dylan Kava](#) from the Pacific Island Climate Action Network.

### Where will these stories go

The stories will be primarily located on our [website](#), which launched on September 17th.

At the bottom of the landing page, you can find the section “stories” which contains a Social Wall, enabling us to collect videos that have been uploaded to Instagram and other Social platforms. This is a growing database, consisting of out of home videos from all over the world.

## Notes on the script

The Witness Stand follows a **specific structure**.

Each story shouldn't be longer than **90s**, as this is the maximum length for reels on Instagram. The aim of the video is to **directly address the judges of the ICJ** and convey your message and demand to them.

The Witness Stand follows a certain structure:

1. **Intro:** “Dear Judges of the International Court of Justice, my name is x, I am a x and come from x . [As per the examples](#), this is also an opportunity to speak in your mother tongue, too.
  2. **Main Statement or story(s):** 2 examples of how the climate crisis is affecting them or what they are doing to fight it (These are questions for your inspiration: When and how did you first experience climate change? Who are you fighting for? How is climate change affecting your communities? What gives you hope in the fight for climate justice? What is the most surprising thing for you about climate change? How are you working to protect your community or fight for climate justice)
  3. **Outro:** “Dear Judges, answer our call to action” or a bespoke final statement. For instance most witnesses end their statement with the question: “Dear judges, will you hear my call?”
  4. Make sure you use the **Hashtag #ClimateWitness** in the caption, which allows us to integrate your video into the Social Wall on our website
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## Notes on camera set-up


The user-generated content we are collecting on the Social Wall aims to make the Witness Stand more accessible and inspire more people to share their stories. That means, we want you to feel comfortable and as authentic as possible - there are no strict rules on how to film or how your statement should look like.

### Here some suggestions:

- The Instagram Reels format is 1080 x 1920 Pixel (px), please keep that in mind!

- Look straight into the camera and try to edit as little as possible, to convey one coherent and authentic message
- Try to avoid interference noise like music, children playing, birds singing (too loudly), airplanes, ventilators, speak as clearly as possible
- Avoid backlight by facing the light, be conscious of shadows

### Suggested Caption (to be adjusted individually):

Share your story and join the campaign for climate justice! 

The International Court of Justice is hearing the biggest climate case ever!

Are you experiencing climate change? Are you angered by inaction? Do you have a message for the judges?

1. Record your story on instagram - starting with “dear judges of the ICJ”
2. Share how you and your community are affected by the climate crisis, what gives you hope and what needs to change.
3. End with: “Dear judges, will you hear my call?”
4. Upload your message to instagram and use the Hashtag #ClimateWitness, so your video will be integrated on the website.

Go watch all stories on the Witness Stand Website at [witnessstand.live](https://witnessstand.live)!

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The “Witness Stand” is an advocacy and storytelling project by the @pisfcc, in collaboration with @not.just.celsius and @wy4cj.

Stories from the frontlines of the climate crisis need a platform, they must be listened to by the world and most importantly: By the judges of the ICJ.

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Please reach out to Ida Hausdorf ([hausdorf@extern.interactivemedia-foundation.com](mailto:hausdorf@extern.interactivemedia-foundation.com)) or Sonia Jit ([sonia@pisfcc.org](mailto:sonia@pisfcc.org)) if you need any support or have questions, feedback or other inquiries.

**Thanks so much for raising your voice and being part of this global movement!**