

INNOSERV
Work Package 5

**Language based regional
cooperation with selected
innovative practice
organizations**

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1. The aim of WP5

After the selection process, each National Team and the EU-wide umbrella organizations have approximately 2-3 organizations representing innovative practice examples. These organizations are selected for the visualization (filming) process. The aim of WP5 is to prepare the visualization process. Within that the following steps were to be made:

- Contacting selected example organization and informing them on the aims of the project.
- Identifying them for using different visual methods for documenting their activities.
- Consider possible ethical issues connected to video filming and the use of individual-related data in Case Studies.
- Getting an informed consent and a letter of intent online for every example.

The special task of Budapest Institute (BI) has been furthermore to provide guidance for the national partners about the preparation process and to assist the filming of the pilot case study.

2. The preparation process

The visualization of the selected practice examples required careful preparation. First of all, the National Teams had to contact selected organizations. Many of them have already signed a letter of intent for taking part in the INNOSERV project. Those National Teams which have not done so yet, are asked to discuss the issue with the selected organizations (See Letters of Intent in Appendix 2.) Through a communication process, within which the innovative service examples were asked to take part actively, National Teams negotiated the timing, place and modes of filming. This preparation process was guided by Budapest Institute in the following way:

The roles of National Teams, Budapest Institute (as the leader of WP5 and 6) and the Media Team were defined in this process, together with the University of Hamburg. Then steps of the preparation for the filming process were identified. These were collected in the Guidelines and disseminated to partners at the Consortium Meeting in Frankfurt on 25-26th June 2012. Meanwhile, a pilot filming project was carried out in Oslo, Church City Mission. The pre-final version of the film was watched and discussed in the Frankfurt-meeting. This way National Teams had a closer view on the filming process and could have raised questions to the Media Team, Budapest Institute and Hamburg University.

The Guidelines for the preparation for the filming process included the following information (the detailed Guidelines are attached to this report):

Roles of National Teams

- Contacting the selected innovative provider about the filming process well in advance. Negotiating about the timing of the filming, providing all necessary information about INNOSERV project and the aim of filming.
- Gathering and recording information about the selected organisations, case studies, their history and current social, economic circumstances. Providing the economic and social context to the information (app. 4-5 pages/case study).
- Gathering and providing information about the circumstances of filming, travel to the exact spot, names/titles of possible interviewees, whether users of the service will be involved in the film making process etc.
- Providing informed expert ideas about the most important features of the given innovative practice. It would be good if the National Team could provide possible images that should be filmed that would best capture the innovative practice.
- Providing personal support to the Media Team on the spot: one contact person should be present during all actions with the Media Team.
- Interpretation and translation during and after the film-making process (including the translations needed for sub-titles).

The Role of Budapest Institute

- Providing assistance in the production of the pilot film.
- Sending guidelines and providing necessary information to the National Teams about the filming process.
- Preparing the media-production part of the 2nd Consortium Meeting (Frankfurt).
- Making sure that the National Teams are providing adequate (descriptive and visual) information to the Media Team on time.
- Providing assistance to the National Teams and the Media Team in preparation and writing of scripts – only in case there would be any problems/conflicts.
- Controlling the final production process (cutting, editing and so on).

Role of Hamburg University (as defined in WP13)

- Selection of Media Team.
- Preparing guidelines for the filming process together with Budapest Institute and the Media Team.
- Acceptance of all cases.
- Quality control of the film-making and the final production.

Having contacted the selected projects, and after having received sufficient (visual and written) information on them, such information had to be sent to the Media Team by the National Teams. The Media Team meanwhile prepared the schedule of the filming process.

3. Next steps

Having prepared the projects for visualization, the filming process (WP6) began. The Media Team has travelled to the selected projects, and has conducted films with the help of the National Teams. The editing and cutting process goes on parallel to the filming, and the first draft videos are to be received at the end of October, early November. Meanwhile, National Teams also started to prepare the theoretically informed case studies.

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