

Pre-Production Part 1

A title

Be A Part Of A Solidarity Movement

A theme

Encouraging people to be a part of the community

A logline

Happy people showing the process of volunteering and explaining the cause. Introducing the sustainability problem and introducing how you can influence this problem and be a part of the solution.

The treatment

Two persons start from biking on two different streets - each picking up food from donor stations (fx. Rema 1000) - (text about volunteering)* - someone handing them a box of food (happy smiles) - going to the fridge at folkehuset - meeting each other there - (text about the work)* - helping each other fill the fridge / clean the fridge / clean around the fridge - (text about the community)* - sitting afterwards on benches by the fridge having beers, laughing, other volunteers joining, cheers! - (big letters) BECOME A PART OF THE COMMUNITY - JOIN FREE FRIDGE COPENHAGEN @---!

*The text should summarize the work volunteers do, how it helps the environment and society and how it's also about becoming a part of a community. This information we have gathered from research and the client brief.