

GUIDE TO RECORDING VIDEO PROFILE FOR SUSTAINABLE MATCH

For Dutch SMEs

Video profiles

- Each participant in the mission makes his own video profile with his mobile phone (if available)
- Video should be English spoken
- Please answer the questions below in your video. Repeat the question in your answer. Example: Question: What is your name and what company do you work for? Answer: "My name is <name> and I work for <company name>."
- Make sure you pause for several seconds between questions. This makes it easier for us to do the final editing of the video.
- Duration: 2-3 minutes
- We will add subtitles to it, so that the Ugandan entrepreneurs understand you well.

Recording conditions

- Keep your video in 'landscape orientation' (horizontal) and put your camera on a stand, so the camera will be steady. Or ask somebody else to film you.
- Place yourself in front of a nice background. This can be outdoors, or in the office, but look through your camera if the background looks nice on video.
- Make sure you are close to the camera: make sure that your head & shoulders are visible, and nothing more.
- Make sure that there is enough light, preferably day light.

The questions to be answered

- **Q 1:** Please tell me your name, the company you work for, and your responsibility/position at that company
- **Q 2:** what is the core business/activity of your company (max 3 sentences, SHORT answer)
- **Q 3:** Tell me some numbers: how many employees, what is the turnover, what is your main market
- **Q 4:** Do you have experience in working in East Africa?
- **Q 5:** How can your company contribute to Food Security, regarding *availability* of food, *affordability* and food *quality*? (one answer minimum, more options possible)
- **Q 6:** What is your major business concern regarding sustainability?
- **Q 7:** What kind of business partner would you be interested in? What is your request?
- **Q 8:** What do you have to offer an Ugandan company?
- **Q 9:** What would your business look like after a successful Sustainable Match?

Pictures

Please also make 4-5 pictures (of head & shoulders). Landscape orientation.