



DEAF
CLIMATE
ACTION

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Accessible Campaign Guidelines

for Trainers and Youthworkers and Deaf Youth



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You want to start a campaign yourselves?

We have created guidelines for you. Here you will get ideas and suggestions on how a campaign can be planned.



Deaf Climate Action – Media & Campaign Production

1. Purpose

These guidelines ensure that all media and campaign efforts—including challenges like the 24H Climate Video Challenge—are fully accessible to Deaf, Hard of Hearing, DeafBlind, and signing communities, while advancing climate justice.

2. Accessibility Principles

2.1 Language Access

- Use **international signs** in all video content.
- Provide **clear, accurate captions**.
- Include **written transcripts** for readers, DeafBlind participants, and translators.

2.2 Visual Accessibility

- Ensure signers are well-lit and clearly visible.
- Use **high-contrast backgrounds** and avoid visual clutter.
- Include **visual storytelling**: icons, diagrams, on-screen text, color coding.

- Keep text brief; reinforce key messages through visuals.

2.3 Deaf Inclusion in Production

- Involve Deaf team members in decision-making roles (director, writer, accessibility reviewer, on-screen talent).

3. Campaign Production Workflow

3.1 Pre-Production

Elements to plan:

- Story selection
- Climate impact message
- Script creation
- Characters
- Equipment needs
- Location scouting

Accessibility requirements:

- Write scripts with **visual clarity** in mind.
- Ensure **signing-friendly environments** (good lighting, quiet background, stable camera angles).
- Decide who will monitor **caption accuracy** and **visual access**.

3.2 Production

Core rules integrated from your challenge:

- Include **at least 3 different shot types**.
- Choose a **climate impact subject**.
- Must communicate a clear **impact message**.
- Keep the video **under 5 minutes**.
- **Respect nature** and practice climate-safe filming.

Accessibility requirements:

- Frame Deaf signers from mid-torso to above the head for clear signing.
- Use stable, slow camera movement to avoid motion blur affecting visibility.
- Keep background noise low for those who rely on residual hearing.
- Use **soft lighting** to avoid shadows on hands and faces.

3.3 Post-Production

Tasks:

- Video editing
- Supporting graphics
- Review & approvals
- Final delivery

Accessibility requirements:

- Add and verify **captions** (timing, accuracy, signer labels, climate terminology).
- Integrate **sign-language interpretation** if not done in-frame.
- Provide **visual description** for low-vision viewers, when appropriate.
- Ensure all on-screen text is readable (large fonts, high contrast).
- Check accessibility with **Deaf reviewers** before publishing.

4. Team Structure

Core Roles

- **Director** – Ensures accessibility is central to creative decisions.
- **Writer(s)** – Crafts scripts in plain language and visual-friendly terms.
- **Director of Photography** – Designs shots that prioritize clear signing.
- **Actors / Signers**
- **Production Assistants** – Support logistics and communication access.
- **Accessibility Coordinator** (*recommended*) – Reviews captions, lighting, visibility, and interpreter placement.

5. Accessibility Checklist

Before Filming

- Sign language included
- Caption strategy ready
- Good lighting for faces & hands
- Avoid backlight
- Accessible script

During Filming

- Stable camera
- High visibility for signing
- No visual distractions
- Natural spaces respected

After Filming

- Captioned
- Transcript created
- Sign language version recorded
- Accessibility review conducted

6. Ethical & Climate Justice Commitments

- No filming that harms wildlife or nature.
- Credit and prioritize **Deaf creators** and frontline communities.
- Ensure accessible dissemination: Instagram, TikTok, YouTube, website pages all must support captions and sign language.
- Represent Deaf communities with respect, avoiding stereotypes or tokenism.