

## Swiss MS Society Research Grants

### Video Guidelines

You are requested to provide a short video with your grant application and with your final report, explaining your project.

The video is intended for the Board of the MS Society and the lay public – if the project is funded this will be published on the website of the Swiss MS Society and in social media channels.

#### Format

- Video length: max. 2 min.
- You may film with your mobile phone camera
- Horizontal format (16:9), resolution: Full HD (1920 x 1080 px)
- Language: German, French or Italian
- Setting: preferably in your work surrounding or in a neutral setting

#### Target group

- Target group is the lay public (persons with MS, donors, etc.)
- Please use easy, clear language – imagine explaining your project to a 12-year old

**For your application video, these are the questions you might want to answer:**

- What is the hypothesis of your project?
- How will you proceed to test the hypothesis?
- How will persons with MS or others profit from the results?
- What is your professional background?
- When you're not working, what do you enjoy doing?

**For your final report video, these are the questions you might want to answer:**

- What was the hypothesis of your project?
- Are you satisfied with what you achieved?
- Who will benefit from the results?
- What would you like to tell people with MS about your project?

#### Transfer

You may transfer your video via a portal such as [www.swisstransfer.com](http://www.swisstransfer.com) or via any other convenient method to [sgc@multiplesklerose.ch](mailto:sgc@multiplesklerose.ch)