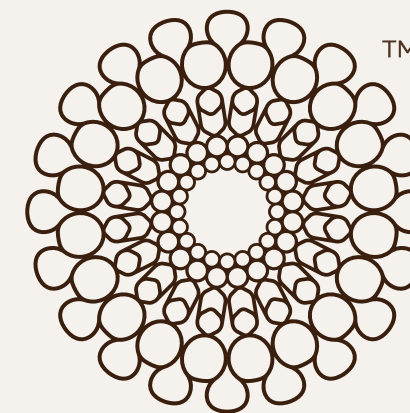




International Volunteer Day Storyboard



EXPO
2020
DUBAI
UAE



BOSNIA AND
HERZEGOVINA
EXPO 2020
DUBAI

OFFICIAL PARTICIPANT



INTRO

Animated heart-shaped logo is starting to form.



INTRO

We see elements of logo combining...



INTRO

... until they form full heart-shaped logo.



INTRO

Suddenly it starts to dissolve and few new shapes appear on the screen...



INTRO

... and form into a volunteer icon.



INTRO

Illustration moves and reveals date and theme of the video.

NEJRA ŠEHIĆ
volunteer



INTERVIEW STUDIO SETUP

NEJRA “Let’s Do It” Bosnia and Herzegovina is a part of one of the greatest movements of our time, the “Let’s do it World” movement.



Shot of planet earth from space.

NEJRA Our goals are to raise awareness...



Shot of melting ice caps.

NEJRA ...of climate change, and protect our natural resources...



“Let’s do it “ volunteers posing.

NEJRA ... and improve surroundings through environmental actions.



“Let’s Do It” Volunteers cleaning and collecting waste.

NEJRA Every September, we mark



Drone shot of volunteers cleaning an abandoned building.

NEJRA ... the World Cleanup Day,



Drone shot of group of volunteers collecting waste.

NEJRA ... a day when volunteers from 180 countries...



INTERVIEW STUDIO SETUP

...join forces to clean the planet. Last year, in Bosnia and Herzegovina...



Shot of two volunteers trowing waste in truck.

NEJRA ...more than 2,000 volunteers at 30 locations...



Shot of truck picking container full of waste.

NEJRA ...collected about 200 tons of waste.



Closeup of tree planting.

NEJRA On another notable occasion, the traditional planting action,



Closeup of man inspecting seedlings.

NEJRA we planted about 2,000 seedlings of white pine,



Shot of pine tree forest.

NEJRA spruce and other tree species.



NEJRA “Let’s Do It” is the driving force of social change in Bosnia and Herzegovina. Since our founding, we have gathered over 190,000 volunteers, cleaned about 15,000 tons of waste and planted more than 475,000 trees. Through our work, we send a message that the key to preserving the environment lies in our community.



O N I A A N
H R Z E G V I N A

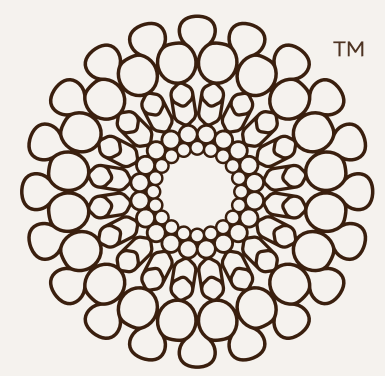
CLOSING GRAPHICS

Animated Bosnia and Herzegovina EXPO 2020 logo.

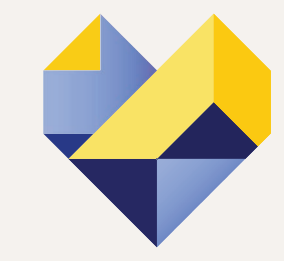


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CLOSING GRAPHICS



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