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**Client:** Citi

**Project:** Global Community Day  
Animation

**Script:** Stand for Progress

**Version:** 26/04/16

1.	Open on a stylized globe, as though seeing Earth from space.  Citi offices pop up around the outside edge.	<i>Every year,  In hundreds of locations around the world</i>
2.	We push in to see Citi employees (denoted by their Citi t-shirts) streaming out of the offices and meeting with family and friends on the street.	<i>Citi volunteers come together with their families and friends,</i>
3.	In close up detail we see they are carrying the tools they will need for their volunteering work – paintbrushes, pots of paint, spades, small trees for planting, flip charts, laptops and boxes.  There's a friendly and celebratory atmosphere.	<i>To make a difference in the communities where they live and work.</i>
4.	We see Citi volunteers continue walking through a very run down area – graffiti on the walls, smashed windows, litter scattered around.  Volunteers plus community partners (denoted by a high viz vest) are painting the walls, replacing the windows, clearing rubbish and planting trees.	<i>To tackle pressing challenges and promote progress,  Hand-in-hand with community partners</i>
5.	A perky volunteer has an idea - illustrated by a light bulb appearing.  They screw the lightbulb into a socket and switch it on, illuminating the dark background and revealing...	<i>To use their expertise and ingenuity to help others.</i>
6.	A classroom of young children looking up at them, expectantly.  The volunteer draws a banking-related chart on the board.  The children are clearly impressed and give a collective "Oooooo".	<i>To inspire... and be inspired.</i>

	Buoyed by his success as a teacher, the volunteer comes alive. They do a twirl while continuing to write formulae and teach.	
7.	<p>Some homeless people shelter under a bridge.</p> <p>Volunteers and community partners attend to them.</p> <p>A man is given a coat and hot drink and is grateful.</p>	<i>To show that someone cares, just when it's needed most.</i>
8.	<p>Pull out to reveal... volunteers running a marathon.</p> <p>One hands a tired-looking colleague a bottle of water.</p> <p>Two people are tied together, attempting the marathon as a three-legged race – and finding it very funny.</p>	<p><i>To challenge themselves,</i></p> <p><i>To make new friendships...</i></p> <p><i>and strengthen old ones</i></p>
9.	<p>A volunteer is holding a cookery book in one hand and a ladle in the other.</p> <p>We pull out to reveal...</p> <p>Lots of volunteers are cooking together, chopping vegetables and adding them to an enormous pot.</p> <p>The one with the cookbook is leading them all and stirs the pot.</p> <p>A queue of people has formed for the food.</p> <p>As the camera moves it reveals the queue extending all the way to the horizon.</p>	<p><i>Develop new skills...</i></p> <p><i>and explore new horizons.</i></p>
10.	<p>A volunteer uses shears to trim an overgrown hedge.</p> <p>We pull out to reveal...</p> <p>The hedge has an elaborate topiary design</p> <p>An old woman with a big hairdo sees the hedge and asks the volunteer for</p>	<i>To care for their environment... and the people they share it with.</i>

	<p>the same treatment (through a gesture).</p> <p>They smile.</p>	
11.	<p>We're back with our teacher again.</p> <p>The kids are having a great time – lively and enjoying themselves.</p> <p>One of them is presenting to class and draws an equation on the chalkboard.</p> <p>The volunteer looks on with pride.</p>	<i>To have fun... and to feel proud.</i>
12.	<p>As he looks on, a thought bubble appears above his head.</p> <p>We see that child in the future. They are graduating from university – wearing a mortar board and gown.</p>	<i>Volunteering changes lives.</i>
13.	<p>Lots of volunteers paint a spectacular mural (image tbc) on the side of a building, while others clear rubbish from the grounds.</p> <p>A character walks though the door and we follow them, revealing...</p>	<i>From urban revitalization and environmental work,</i>
14.	<p>A volunteer standing at a lectern with a laptop computer - teaching a small group of adults, all with laptops open too. Other volunteers are helping them.</p> <p>Our character continues to walk through the scene, looking at the activities going on.</p>	<i>To literacy and education,</i>
15.	<p>Next, they walk past a volunteer leading tai chi exercises.</p> <p>Babies and small children aren't paying much attention and run around giggling.</p> <p>Senior citizens gracefully do the tai chi moves, including the lady with the topiary hairdo. A person in a wheelchair does the arm motions.</p>	<i>Supporting the young... and the young at heart,</i>
16.	<p>We pull out to reveal that the tai chi is happening in a park.</p> <p>Our character looks on and smiles.</p>	<i>The enthusiasm and commitment of our people has a profound and positive impact on the communities we serve,</i>

	Pulling out further reveals the various scenes we've seen in the film, around the outside edge of the planet – handing out aid, educating, running, cooking etc.	<i>Helping them to thrive.</i>
17.	<p>Pull out of the scene to reveal our world again.</p> <p>The numbers quoted appear large on the screen.</p> <p>As the scene progresses we see the outline of countries appear on the face of the Earth, with dots indicating huge numbers of activities in those countries.</p>	<p><i>Last year more than 80,000 Citi volunteers,</i></p> <p><i>In nearly 500 cities,</i></p> <p><i>Across more than 90 countries,</i></p> <p><i>Gave back on Global Community Day,</i></p>
18.	The globe spins and becomes a Global Community Day logo.	<i>Enabling progress and making a difference in peoples' lives.</i>

#### **V1 - Internal**

19.	<p>We zoom out of the logo, revealing that it is on a computer screen.</p> <p>We are inside a Citi office.</p> <p>An employee has just watched the Global Community Day film.</p> <p>They use their computer to visit the website and register.</p> <p>They give a broad smile.</p>	<p><i>Getting involved is easy.</i></p> <p><i>Just visit [website] to sign up and stand for progress</i></p>
20.	<p>Caption: How do you Stand for Progress?</p> <p>Follow #CitiVolunteers on June 11<sup>th</sup></p> <p>Website</p>	

#### **V2 - External**

21.	<p>Caption: Stand for Progress</p> <p>Follow #CitiVolunteers on June 11<sup>th</sup></p> <p>Website</p>	<p><i>Stand for Progress</i></p> <p><i>Follow #CitiVolunteers on June 11<sup>th</sup></i></p>
22.	Global Community Day logo	