
EXECUTIVE ON-CAMERA

Video Production Guide

Prepared for CDP

Straight-to-Camera // Leadership Series // 2-Hour Shoot

CDP // TURNING TRANSPARENCY TO ACTION CONFIDENTIAL // DO NOT DISTRIBUTE

SECTION 01

About CDP & Shoot Context

CDP is the global system for environmental disclosure — the world's most comprehensive platform for climate and nature data, representing over 22,000 disclosing organizations, 1,100+ cities and regions, and US\$110 trillion in institutional assets. For 25 years, CDP has turned environmental transparency into actionable intelligence for companies, investors, and governments.

This shoot captures CDP leadership at a pivotal inflection point: the organization is splitting into two distinct but unified entities — CDP, a Permira-backed commercial data platform, and CDP Foundation, a nonprofit focused on science-led disclosure. Both leaders are delivering a message of momentum, clarity of purpose, and commitment to impact.

FORMAT	Straight-to-camera, single camera, talking head
DURATION	2-hour session per executive
SUBJECTS	Senior CDP leadership (CEO and/or direct reports)
PURPOSE	Annual priorities, organizational evolution, Earth-positive vision
tone	Authoritative, human, urgent — not corporate or rehearsed
KEY MOMENT	CDP's 25th year + historic restructuring into two entities

SECTION 02

Production Approach

CDP's brand communicates precision, credibility, and global authority. The production approach should reflect that — clean, confident, and purposeful. Nothing staged or over-produced. These are leaders with genuine conviction; the camera's job is to get out of the way.

Camera & Frame

- Single camera, locked off on tripod. Eye-level — CDP leadership speaks as peers, not from above.
- 85mm or 100mm prime lens. Shallow depth of field. Clean, uncluttered background.
- If shooting at CDP offices: a window with natural light, a bookshelf with the green CDP visual language, or a plain wall all work well.
- Interviewer sits directly behind or adjacent to the lens — eyeline stays near-camera throughout.
- Avoid handheld unless deliberately used for B-roll. The talking-head should feel grounded.

Lighting

- Soft, directional key light at 45 degrees — warm but not golden. CDP's visual world is clean and verdant.
- Keep it simple: key + fill + optional separation light. Avoid over-lighting. Authenticity > glamour.
- Natural light from a north-facing window is ideal if available. Supplement with LED panels to match.
- Avoid overhead practicals (fluorescents kill skin tone and confidence on screen).

Audio

- Lavalier mic, hidden under clothing. CDP leaders will likely wear professional attire — plan for mic concealment.
- Record room tone at the top of every session.
- Kill all HVAC, phones, and building noise before rolling.
- Boom as backup. If the subject leans or gestures widely, a boom may be more reliable.

SECTION 03

Session Structure (2-Hour Shoot)

CDP leadership operates at pace. The session structure should be tight, well-paced, and respectful of their time — while still leaving room for the unscripted moments that make executive video worth watching.

TIME	ACTIVITY	NOTES
0:00 - 0:20	Setup & Mic / Wardrobe	Confirm mic, lighting match, brief monitor review with subject. Chat casually — do not discuss questions.
0:20 - 0:30	Warm-Up / Off-Camera	Ask about their week, CDP's history, what's happening in the market. Get them talking naturally before the lens is live.
0:30 - 0:50	Block 1: Mission & Evolution	CDP's 25-year story, the restructuring, what it means. Historical and emotional — the "why we exist" territory.
0:50 - 1:00	Break + Block 1 Pickups	Water, touch-up. Review and reshoot any stumbles from Block 1 while memory is fresh.
1:00 - 1:25	Block 2: Priorities & Benchmarks	The core content. Annual goals, Earth-positive economics agenda, technology investment, Permira partnership.
1:25 - 1:35	Block 3: Data, Markets & Impact	The external audience: companies, investors, policymakers. What CDP delivers for them and why it matters now.
1:35 - 1:50	Pickups & Second Takes	Reshoot any incomplete answers. Also: prompt for shorter, punchier versions of strong answers.
1:50 - 2:00	Closing Statements	Direct-to-camera closes. These anchor the edit. Keep them brief, forward-looking, and warm.

SECTION 04

Preparing Your Subjects

CDP leaders are data-literate, globally oriented, and deeply knowledgeable about their subject matter. They will not need to be briefed on content — they live it. The preparation work here is about presence, delivery, and helping them translate boardroom fluency into camera fluency.

Recommended Approach: Talking Points (Not Script)

Send 5-7 bullet-point themes the morning of the shoot. No sentences. CDP executives will internalize quickly and deliver authentically — they communicate for a living. The producer reads one prompt at a time. Subject answers directly to camera. Result: editorial-ready soundbites that do not sound rehearsed.

Fallback: Q&A; Format

If a subject prefers structure, the interviewer (off-camera) reads prompts one at a time. Subject is coached to start every answer with a complete thought — not a reference to the question. This creates standalone editable segments that do not require the question in the final cut.

Day-Of Notes

- "Forget this is being recorded. Imagine you're briefing your most important investor. Talk to them."
 - First take is a warm-up. Always go again, even if it seemed perfect.
 - If they use jargon (TCFD, TNFD, CSRD) — do not interrupt. They know their audience. Flag for post.
 - Watch for "presentation mode" — the tone shift when they think they're "on." Bring them back down with a casual question between takes.
 - CDP leadership is global — allow for natural pauses. Do not rush.
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CDP Executive Prompt Library

All prompts are tailored to CDP's mission, current priorities, and the moment the organization is in. Coach subjects to answer in complete thoughts — no "yeah" or "great question." Every answer should be able to stand alone as a 30-90 second clip.

Block 1 — Mission, 25 Years & The Next Chapter

1	Tell us what CDP is and why it exists. Coach: Simple, human, from conviction. Avoid jargon. Imagine someone who has never heard of CDP.
2	CDP has been doing this for 25 years. What has actually changed in how the world treats environmental data? Coach: Then vs. now. The moment when disclosure went from "weird" to essential. Concrete shift.
3	CDP is now becoming two organizations. How do you explain that decision and what it means? Coach: The foundation and the commercial entity. Why this structure, why now, and why it's an evolution not a break.
4	Permira is coming in as a strategic partner. What does that investment make possible? Coach: Technology, scale, speed. What couldn't you do before that you can do now?
5	What does it mean to be a purpose-driven organization that also operates commercially at scale? Coach: The tension between mission and market. How CDP holds both. Be honest about the challenge.
6	What would you say to the people inside CDP right now about where this organization is going? Coach: Speak directly to the team. Acknowledging the turbulence of the past year (layoffs, restructuring) is appropriate and human.

Block 2 — Priorities, Benchmarks & Earth-Positive Economics

1	What are CDP's top priorities for the year ahead? Coach: Name them directly. Simplicity of disclosure, technology investment, Earth-positive economics agenda. Be specific.
2	You've said disclosure is just the first step. What does the step after that look like? Coach: Turning data into decisions, action, financial strategy. The "disclosure to action" shift.

3

What is Earth-positive economics, and why does it matter now?

Coach: Moving beyond correlation — proving cause and effect between environmental performance and economic value. Plain language.

4

What will tell you, in 12 months, that this year was a success?

Coach: Specific, measurable if possible. What does a good year for CDP actually look like from the outside?

5

You've invested heavily in simplifying disclosure for 2026. What specifically has changed, and why did it matter?

Coach: The questionnaire improvements, portal upgrades, framework alignment. Why complexity was a barrier to impact.

6

CDP covers climate, water, and forests. Are these getting equal attention, or is one pulling ahead?

Coach: Honest assessment. The nature data agenda is expanding — what does balance look like across the three pillars?

Block 3 — Markets, Customers & Global Reach

1

Why should a company disclose through CDP in 2026?

Coach: The ABC argument — access to capital, business efficiency, compliance. Make the financial case, not just the moral one.

2

What does CDP offer investors that they cannot get anywhere else?

Coach: \$110 trillion in assets uses this data. What is the specific insight that makes CDP indispensable to that community?

3

You operate globally across very different regulatory environments. How do you maintain relevance across all of them?

Coach: CSRD in Europe, SEC rollbacks in the US, growth in Asia. How CDP navigates a fragmented regulatory landscape.

4

The number of disclosing companies has been under pressure. How do you rebuild momentum?

Coach: Honest and forward-looking. Simplification, market trust, the value of the CDP score.

5

What role does CDP play in supply chains specifically?

Coach: The \$165B in identified opportunities. How CDP connects buyers and suppliers around environmental risk.

6

What does a company that truly "gets it" look like — one that uses CDP the way it was intended?

Coach: A concrete example (name or archetype). What does exceptional disclosure behavior actually produce for a business?

Block 4 — Team, Culture & Closing Statements

1	What does the team at CDP need to hear from you right now? Coach: Post-restructuring, post-layoffs. Real, direct, warm. Not a pep talk — an honest moment of leadership.
2	What kind of people thrive at CDP? What does the culture actually feel like from the inside? Coach: Specific behaviors and values, not mission-statement language. What makes someone a good fit here?
3	Is there anything you want to say to the companies and organizations that disclose with you? Coach: Gratitude and a challenge. What do you need from them in this moment?
4	What gives you genuine confidence that environmental transparency is still advancing, even in a skeptical environment? Coach: The market signal they trust most. Where are they seeing real movement when the headlines are noisy?
5	What is the single most important thing CDP does, in one sentence? Coach: This is the pull quote. The editorial anchor. Take multiple takes. It should be effortless and exact.
6	What are you most looking forward to in the year ahead? Coach: Closing energy. Human and forward-looking. Let them end on something real, not rehearsed.



SECTION 06

Producer Direction Notes

CDP language is dense.	Terms like TCFD, TNFD, CSRD, Scope 3, and SBTi are second nature to CDP leadership. Do not ask them to simplify mid-take — flag acronym-heavy answers for post and decide in edit whether to add a lower third or request a cleaner re-take.
Use silence.	After each answer, wait 3 full seconds before moving on. CDP leaders are thoughtful — the best lines often come after the first answer settles. Do not rush.
"Say that again, but start with..."	The most useful redirect in executive video. Gets a clean soundbite without the subject feeling they failed. Use constantly, especially on compound answers.
Watch for the pivot to policy.	CDP executives naturally move toward regulatory and policy language when they want to sound authoritative. Redirect: "What does that mean for the business sitting in front of you?"
Energy check at the hour mark.	Around 60 minutes in, energy can drop. Stop. Get the subject moving — stand up, walk around, get water. Block 2 content is too important to shoot on low energy.

The restructuring is sensitive.	The split into two entities and the Permira investment are significant news. Subjects may be measured in their language. Create space for more candid answers by going off-camera first: "Tell me informally what this means to you." Then ask on-camera.
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SECTION 07

Post-Production Notes

CDP's audience — companies, investors, policymakers — is sophisticated and time-poor. The edit should be tight, purposeful, and visually consistent with CDP's existing brand language.

- Color grade: clean and verdant. Green tones, natural skin, good contrast. Avoid oversaturation.
- Lower thirds: name, title, CDP — match the CDP brand typographic system. Clean and minimal.
- Segment structure: each block should cut independently as a 60-120 second topic piece.
- Full-length version for internal/stakeholder use. Short cuts (30-60 sec) for social and campaigns.
- Music (if used): sparse, low-profile, no melody. Let the voice carry.
- B-roll options: CDP data visualizations, the CDP portal, global team shots, Earth imagery.
- Export deliverables: 16:9 master, 9:16 for LinkedIn/Instagram vertical, 1:1 square.
- Subtitles: CDP operates globally — closed captions on all deliverables as standard.

"Environmental risk is now financial risk. The data exists. The question is whether we act on it."