# Title: SI Generation Discover Hub Rdam 14

Duration: 02:28

## Description:

Promo video about Shell’s Bright Ideas Hub for primary school children in Rotterdam.

## Film Transcript

[Background music]

Simple musical notes

[Text displays]

Yellow background, large, white lettering across the entire width of the screen:

bright ideas

[Text displays] White background. Red and black lettering:

GENERATION DISCOVER

Opening bright ideas hub

[Video footage]

Schouwburgplein (Theatre Square) in Rotterdam, where the bright ideas hub is located. Large plastic letters “bright ideas” in white and yellow. The hub itself is like a large, yellow igloo.

[Video footage]

Inside the hub. A table surface with a world map (satellite image).

[Marjan van Loon]

**We believe it's very important to inspire children to follow their dreams.**

[Text displays, on the table]

Inspire

Discover the challenges facing the world

[Video footage]

Close up of Marjan van Loon outside the hub. Changes to footage of activities inside the hub. Tablet. Table with stylised city plan.

[Text displays]

Marjan van Loon

CEO Shell Netherlands

[Marjan van Loon]

**What do you like doing? What are you good at? You have a lot of great ideas, bring it on.**

[Video footage]

Close up of Marjan van Loon outside the hub.

Circles with words displayed in and around the hub: inspire, amaze, create.

People outside the hub. A group of school children arrives on foot.

[Marjan van Loon]

**The Generation Discover programme covers a wide range of topics and we try to inspire children and youngsters to like science and technology.**

**Today the hub in Rotterdam is aimed at primary school children aged 10-11.**

[Video footage]

The children are standing outside and are welcomed by Hugo de Jonge. Marjan is standing next to him.

[Hugo de Jonge]

**It's nice and early and a little bit chilly and I really feel like giving a very long speech. I really want to do so.**

[Children]

Laugh.

[Marjan van Loon]

**We're not going to do that.**

[Hugo de Jonge]

**Right.**

[All children together]

**Five, four, three, two, one, zero.**

[Video footage]

Hugo presses a big, red button and the hub door opens. The children enthusiastically enter the hub. Footage of children enjoying interactive activities in the hub.

[Video footage]

Hugo de Jonge is outside the hub, speaking on camera.

[Text displays]

Hugo de Jonge

Chairman of the Education Executive Rotterdam

[Hugo de Jonge]

**I'm very proud that Shell is going to kick off bright ideas here in Rotterdam. Rotterdam and Shell have had a good and long history but Rotterdam and technology also go together very well.**

[Video footage]

Footage of children enjoying interactive activities in the hub. Switch back to Hugo speaking outside.

[Hugo de Jonge]

**In the future, we really need the technical talents of our youngsters to solve the big issues we face. We need to make sure children and youngsters are interested in technology. That has to start from an early age so they are interested in the future job market and the future they face.**

[Video footage]

Two school girls outside by the word ‘bright’. One girl is in the background by the letters, the other is speaking on camera. Alternating with footage of pupils in the hub using VR goggles and tablets.

[Girl]

**I liked the city with the VR goggles best because you can make stuff yourself and you were also given points.**

[Video footage]

Pupils enjoying activities in the hub. Marjan van Loon speaks outside the hub.

[Marjan van Loon]

**As a child, I really liked crafts and being creative but I started enjoying technology because of the possibilities it offers.**

[Video footage]

Two school girls outside by the word ‘bright’. One girl is in the background by the letters, the other is speaking on camera. Alternating with footage of pupils in the hub using VR goggles and tablets.

[Girl]

**You could do a lot and I also learned stuff.**

[Video footage]

School group now outside the hub. They wave goodbye. Alternating with close up of Marjan van Loon.

[Marjan van Loon]

**The hub will be here for the next two weeks so everybody in the Rotterdam region can visit it and then the hub will go on tour.**

[Video footage]

Children enjoying activities in the hub, followed by all children sitting outside in front of the words ‘bright ideas’. They wave.

[All children together]

**Bye!**

[Video footage, Text displays]

Yellow background, large, white lettering across the entire width of the screen:

bright ideas

Those words get smaller and are now part of the text:

[Text displays]

GENERATION DISCOVER

Bright ideas

[Logo and Text displays]

Shell logo (yellow shell with red outline)

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[Audio]

Shell sound logo