

H2020 Work Programme

D5.6 - Project videos- Second version

Lead Contractor: FVA

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This document is the BIOBEC project videos – Second version (contract no. 101023381) corresponding to D5.6 (M24) led by FVA. The video was published and made public on the 30 of October 2023, with the contribution of all partners and the review of UNIBO and SIE. This document was delivered later and serves as a brief description of the video design.

This project has received funding from the Bio-based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023381. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio-based Industries Consortium.

Project details			
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Type of Action	CSA	Coordinator	Daive Viaggi (UNIBO)
Contact persons	Louis Ferrini		
Website	www.biobec.eu		

Deliverable details			
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Dissemination level	Public	Nature	
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Deliverable responsible	FVA	Contact person	Louis Ferrini

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Acronyms and abbreviations

DCP	Dissemination and Communication Plan
DOA	Description of the Action
EC	European Commission
GP	General Public
OEM	Original Equipment Manufacturer
PM	Policy Makers
SC	Scientific Community
SI	Software industry
TM	Trade Media
WP	Work Package



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1.Executive summary

Two professional videos within the project are foreseen in Task 5.2 Online & Offline Dissemination & Communication activities.

This deliverable provides a brief description of the design and development of the second project videos due in M26.

2.Second project video

The second video was design and developed by partner FVA with the contribution from all partners.

2.1. Video's aim

The scope of this second video was to present the 6 Bio-based Education Centres (BBECs).

2.2. Contents

The first contents have been elaborated by FVA and shared with all partners to receive feedbacks and additional contents.

The interviews to all the 6 BBECs representatives were registered in the context of the consortium meeting in Vienna the 5-6 of September 2023.

FVA have produced a short and a long version of the video, to fulfil the partners requests for an adaptable format to be used in the context of the different type of events and to target different audiences.

In the long version the first part emphasises the common characteristics of all the BBECs such as target audiences, stakeholder that supports the BBECs, while in the second part all the 6 BBECs present their unique characteristic. The long version contains only titles and background music.

The short version, after a very brief part of all the BBECs common characteristics, goes directly to the presentation of the 6 BBECs. To shorten the duration, but still communicate the important points, a voice over was added to this version.

 [Link to the second video – long version](#)

 [Link to the second video – short version](#)

Following is the comparison table that was used to design the storyboard used by the video editors and graphic designers.

COMPARISON TABLE

MACRO AREA	BBEC 1	BBEC 2	BBEC 3	BBEC 4	BBEC 5	BBEC 6
Geographical focus	Central-eastern: Bulgaria, Czech Republic, Polonia	Danish: Denmark	Finnish: Finland	German: Germany with close collaboration with BOKU and APT	Irish: Ireland	Mediterranean: Italy, Spain

<p>Main activities</p>	<p>Supports the exchange of knowledge between science /academia, industry, other actors; Provides information about education and training providers with valuable offer in the field of Bioeconomy; Provides information about VET and education providers that certificates skills in bioeconomy; Provides tools, didactical materials, contents, expertise, etc.; Supports international mobility of students and science staff in the field of bioeconomy; Consulting: creating project consortiums, applications for funds; Events, Workshops</p>	<p>Many short courses/ educations, using EU competencies frame; Practically oriented, visits to facilities in DK and at other BioBECs; General courses, Tailor-made courses, Study/Business Exchange/ International summer schools; People-Plant-Profit BMC courses; How to become certified Hackathons</p>	<p>Open cooperation platform coordination; Knowledge creation and transfer; Event organisation; Linking actors together (networking).</p>	<p>-Innovative courses on bioeconomy topics for master programmes - Connection with industry through series of lectures and for thesis -Tools for teaching bioeconomy-related topics to kids -Learning modules for farmers -Online course on Bioeconomy-related topics at bachelor and master level. -Exhibition on Bioeconomy for the public -Books and scientific articles on bioeconomy -Certification to master students - Consultancy services for biobased companies</p>	<ul style="list-style-type: none"> • Educational programmes • Schools and Community engagement • Technical Mentoring & advisory • Bioeconomy Apprenticeships • Talent hub for jobs and skills • project library and IP portal • EU inter-university programmes 	<p>Matching demand and supply of Education and Training service by brokerage and matchmaking activities; Valorisation of existing teaching material first and then creating common teaching materials; Training the trainers; Identification of priorities, skill profiles, education and training needs; Re-allocate or improve (ex. internships) students' curricula in compliance with industry requirements.</p>
<p>Target Audience</p>	<p>Bioeconomy and consulting companies, Research institutes, Education (Primary education, secondary education, home educators) and academia, Public administration, Start – up's and individual inventors, Educators/Science communicators/specialized press and media, Student organizations and associations, NGOs, Employers</p>	<p>Business/industry Employees, academia researchers/ university and vocational EU/international students; teachers and professors; Policymakers; potential start-ups;</p>	<p>University students and teachers from all three education organisations related to bioeconomy; Regional and local companies within bioeconomy; Researchers from four organisations; Regional actors; Business Joensuu; Political actors;</p>	<p>Students at bachelor, master and PhD level; Educational and research institutions; Industry actors; Professionals (employees/ future employees); Policy actors; Societal actors;</p>	<ul style="list-style-type: none"> • Industry & Enterprise • Educational Institutions • Apprentices 	<p>Industry; Industry trainers; Public administrations; Students from various educational levels; Teachers/Professors of different educational levels; NEETs, Workers</p>

	organizations, Technology transfer centers, Science centers, Business incubators, Political actors, Career offices, volunteer centres, clusters, networks and associations ; BBEC CEEE and IRWG					
Main stakeholders supporting the BBEC (network)	University 7+ Research institutes 5+ Industry 5+ Governmental organisations 5+ Accelerators/incubators 1 NGO 1 SME 3	University 2 Vocational education organisations (4) Business educations (3) Industry 4 Governmental municipalities 2 Accelerators/incubators 1 NGO 2 Other 2	Governmental organisations 5 University 3 Industry 2 Other 2 Research institutes 1 Accelerators/incubators 1 NGOs ??	University 10 Other 7 Governmental organisations 6 Research institutes 2 Industry 2 Accelerators/incubators 2 NGOs ??	<ul style="list-style-type: none"> • Universities • Bioconomy Research Groups • Industry cluster • Governmental organisations 	University 12 Industry 9 Other 9 Research institutes 6 Accelerators/incubators 2 Governmental organisations 1 NGO 1
Business models (source of funding)	<p><u>Public fundings (1.872.919):</u> Fundings from EU projects and national programs</p> <p><u>Participant payments (255.000):</u> Membership fees and courses</p> <p><u>Other (70.000):</u> Access to web and other services</p>	<p><u>Public fundings (396.000):</u> Regional and national funding</p> <p><u>Participant payments (470.000):</u> Partner fees for being part of the center</p> <p><u>Other (0):</u></p>	<p><u>Public fundings (0):</u> <i>The public funding at the Finish BioBEC is budgeted as 0 €, but it is expected that there will be possible public funding for 150. – 300.000 €</i></p> <p><u>Participant payments (605.000):</u> Key Actor participation</p> <p><u>Other (250.000):</u> Services provided by BioBEC</p>	<p><u>Public fundings (-):</u> University, projects</p> <p><u>Participant payments (0):</u> <u>It does not apply</u></p> <p><u>Other (0):</u></p>	<p><u>Public fundings (797.286):</u> Will require grant funding. <u>Participant payments (0):</u> No participants payments</p> <p><u>Other (0):</u></p> <p>80% public grant funding 20% income from other services</p>	<p><u>Public fundings (325.000):</u> Various projects</p> <p><u>Participant payments (250.000):</u> Member fees and participation fees</p> <p><u>Other (375.000):</u> Contributions from University</p>

Table 1. Video storyboard table

2.3. Visual aspect

For continuity the second videos' graphical appearance follows the first version.

Modern transitions for the videos and the text were used to give a more attractive aspect to the final product.

For each BBEC a graphical template was designed to embed the video interview of the representative and to display the list of the characteristics.

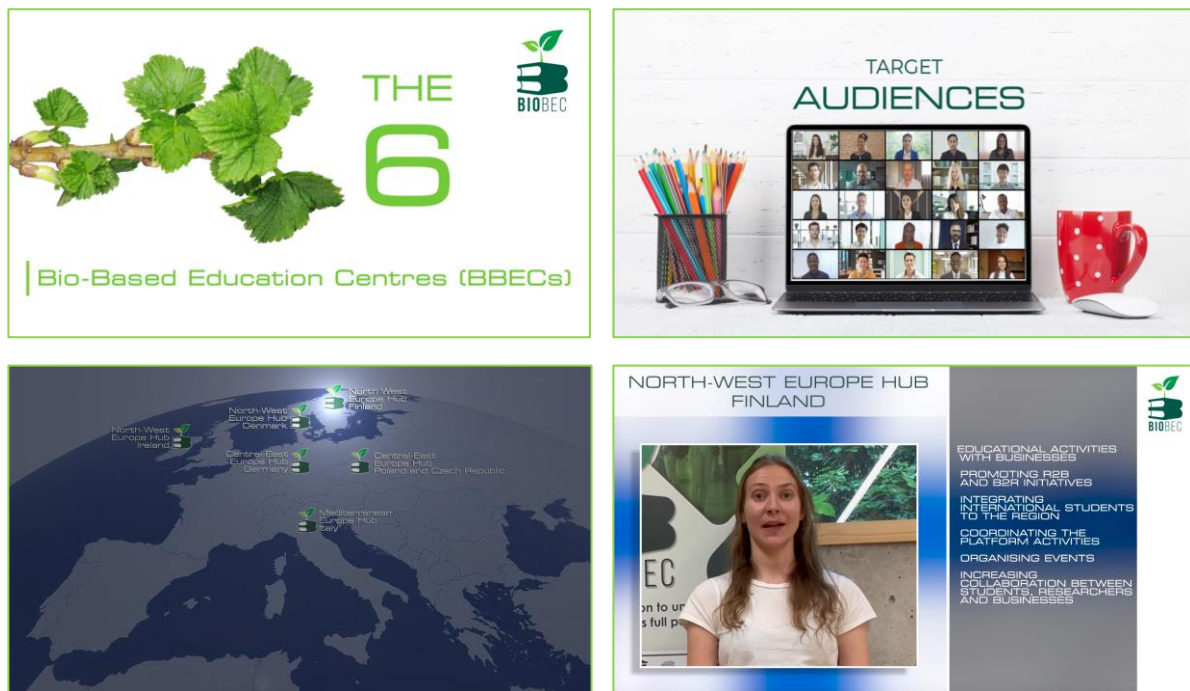


Image 1 : Some screenshots of the videos

2.4. Soundtrack and speech

The soundtrack used was selected from a freeware website upbeat.io and the voice over the video was generated from a professional AI text to speech online website play.ht