



D5.5 PROJECT VIDEO 1

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This document comprises the first video of the BIOSWITCH Project (contract no.887727) launched in M6 by SIE as part of the communication and dissemination activities.



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ACRONYMS AND ABBREVIATIONS

ACRONYM	FULL NAME
BBI JU	Bio-based Industries Joint Undertaking
BI	Bio-based Industry
BIC	Bio-based Industries Consortium
BTG	B.T.G. Biomass Technology Group BV
CLIC	CLIC Innovation OY
DCP	Dissemination and Communication Plan
DoA	Description of Action
EC	European Commission
FF	Flanders' FOOD
GDPR	General Data Protection Regulation
KPI	Key Performance Indicators
SIE	Sustainable Innovations Europe SL
WP	Work Package



1 INTRODUCTION

This document describes the first video of the BIOSWITCH Project (contract no.887727), which presents the overall scope of the project. It was launched in M6 by SIE as part of the communication and dissemination activities included in Task 5.2 Online & Offline Dissemination & Communication activities within the BIOSWITCH toolbox promotion and exploitation work package 5. The first two videos were originally planned for completion in M9 in the DoA. Nevertheless, it was suggested by SIE and accepted by all the consortium partners to produce them at separate times to maximise their impact. Thus, it was decided that this first video, introducing the project, would be ready for M6 and the second one, showcasing success cases, for M9.

The video was shared on the social media channels and the project’s website to maximise its impact.

2 CHANNELS

The video was launched on 1 December 2020 and it was, first of all, shared internally through Teams with all the partners. Then, it was shared externally via the following channels:

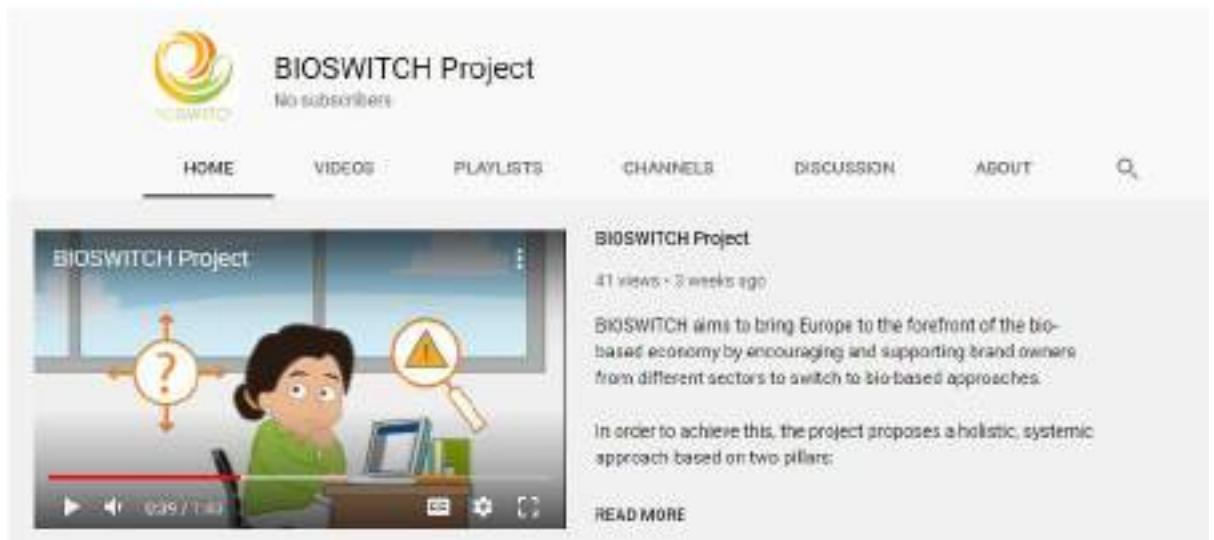
- On the website. The video was embedded in HOME, the project website’s landing page.

Figure 1: Video on the project website’s home



- Via YouTube: a channel was opened specially to share this video and the coming ones.
https://www.youtube.com/watch?v=madPGQHR_T4&feature=youtu.be

Figure 2: YouTube channel



- On social media. A [link](#) to the video was be posted on the Twitter, LinkedIn and Instagram accounts.

Figure 3: Posts on social media, from left to right: LinkedIn, Twitter and Instagram





3 KPIS

The aim of this video is to raise awareness about the overall aim and scope of the project among both the general public and relevant stakeholders by providing an easy-to-understand overview of the project's concept. No specific Key Performance Indicator (KPI) was established regarding video views on the Grant Agreement. Nevertheless, the video's visualisations and impact will be measured considering the number of people reached, via mailchimp, direct email, and on social media. There will be a total of at least 3 videos, and we expect them to reach more than 600 views combined among them all (at least 200 views each video). Outreach will be boosted by including links and calls to action to watch the videos on social media and on the project website.

4 VIDEO DESIGN AND LAYOUT

The BIOSWITCH video has been designed following the brand guidelines of the project and respecting its corporate identity with the aim of establishing a recognisable brand. This brand guidelines can be found on Deliverable 5.1 Project Website and 5.2 Dissemination and Communication Plan.

The video was made in English and it includes subtitles to make it more inclusive and to enhance visualizations on mobile phones. It has a total duration of 1:44 minutes.

The video presents the scope of the project and the most important elements in its development: the framework placing brand owners in the centre of a set of events and communication actions that will allow shaping solutions to mitigate their perceived risks; and the BIOSWITCH toolbox as the ultimate instrument that will assist them in the bio-based transition journey. In this sense, it provides a clear and functional explanation of the most outstanding content of BIOSWITCH so that all users can understand what it involves. The script can be seen at Annex I.

The video presents key figures of the European bioeconomy, so that it is put in context and everyone can understand its relevance. Then it talks about the key role that brand owners play in the bioeconomy as ultimate decision makers on whether to switch to bio-based approaches, and it mentions some of their deterrents to switch to bio-based approaches.

From there, it moves into the project itself, explaining its goals and achievements, referencing all the resources that the project plans to provide. Then, it continues with the main benefits of switching to bio-based to finish with an acknowledgment of all the partners, the Bio-based Industries Joint Undertaking, the Bio-based Industries Consortium and the European Commission Horizon 2020 Programme.

When elaborating the video, a rationale to ensure inclusiveness was followed. Hence, it has a similar number of male and female characters, they represent multiple nationalities and different ages.






Figure 4: Screenshot of the video showing a wide range of characters










5 ANNEX I: VIDEO SCRIPT

Scene number	Text	Scene description	Client comments/queries
		<p><i>Note to animator: the animation should be in the style of this previous one:</i> https://www.youtube.com/watch?v=ollSLg-t2cE&list=PL1mnnG78CqPhK4vhBQPCN-iCgJpYwIzWD&index=4</p> <p><i>Use the palette from the brand guidelines as the key colours for this animation:</i> https://www.dropbox.com/s/tnv97zwjzods9d/Brand%20guidelines%20Bioswitch.pdf?dl=0</p>	
1.	<p>With a turnover value of €2.3 trillion and accounting for 8.2% of the European Union's workforce, the bioeconomy is a central element to the success of the European economy overall, and brand owners delivering bio-based products are one of the main drivers to boost it.</p>	<p>The scene opens on a 2D map of Europe, similar to the below.</p>  <p>On the left in the white space, the following text appears:</p> <p>The bioeconomy is a central element to the success of the European economy.</p> <p>Underneath it, in time with the voiceover, the following text appears:</p>	


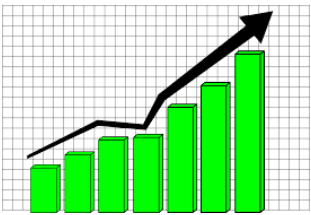


		<ul style="list-style-type: none"> - 2.3 trillion turnover value - 8.2% of the EU workforce <p>When the voiceover says to the success cut to a new shot and show animated images in a line across the centre of the screen that represent key bioeconomy industries:</p> <p>A tractor in a field:</p>  <p>Chemistry – beakers being filled with liquid (use brand colours):</p>  <p>Forestry – logs being stacked on top of one another:</p>  <p>Food – grains pouring into a pile:</p>	
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<p>2.</p>	<p>A brand owners' decision to become bio-based is one of the starting points for an efficient implementation of the bioeconomy, as they are the ones with the power to stimulate bio-based value chains and the market acceleration of bio-based products.</p>	<p>Cut to a new shot.</p> <p>A brand owner appears. She is a tanned female with dark hair wearing a shirt, sitting at a desk in the same position as the below reference image.</p>  <p>She has a question mark above her head in a thought bubble (see second reference image).</p> <p>Move her hand over her chin to indicate she is thinking.</p> <p>When the voiceover says efficient implementation, an image of a field filled with crops appears underneath the question mark in the thought bubble.</p>	




		 <p>Then, we zoom into the thought bubble to transition to an image of the field full-screen. The question mark disappears at the same time.</p> <p>The sun is shining brightly on the field and several small birds are flying through the shot to emphasise nature.</p> <p>When the voiceover says power to stimulate a bar graph appears over the top of the field image. The bars grow one-by-one, increasing in size as they do. An arrow follows the incline of the bars to highlight the acceleration of the market.</p> 	
3.	<p>However, brand owners are often reluctant to invest in taking a bio-based approach due to perceived risks and uncertainties, and to a lack of adequate support from the innovation ecosystems.</p>	<p>Continue from the previous scene.</p> <p>Remove the graph and zoom back out of the field image to return to the image of the brand owner character at her desk.</p>	






		<p>The thought bubble is no longer present.</p> <p>The character's brow is furrowed and her shoulders hunched as if she's concerned.</p> <p>When the voiceover says risks and uncertainties the following icons animate into the scene to the left and right of the character:</p> <p>Risk - remove the text and have the magnifying glass move over the top of the triangle:</p>  <p>Uncertainties – the arrows appear one-by-one to demonstrate multiple questions:</p>  <p>When the voiceover says a lack of adequate support the icons disappear and the camera zooms out so the image of the character at her desk is in the centre of the screen and there's a lot of blank space around her – to demonstrate that she has no support. She looks left and right worriedly.</p>	
4.	<p>BIOSWITCH aims to encourage and support brand owners to switch to bio-based approaches by hosting a set of communication actions and events that will</p>	<p>Cut to a new shot.</p> <p>The BIOSWITCH logo appears in the centre of the screen then shrinks and moves to the top-right corner of the screen. It will remain</p>	

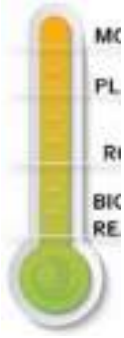



	<p>allow shaping solutions to mitigate brand owners' perceived risks.</p>	<p>in that same position for the rest of the animation.</p> <p>The logo is here: https://www.dropbox.com/s/ylnetf98v4y2323/Logo.png?dl=0</p> <p>Show an image relating to fossil fuel, such as this oil facility:</p>  <p>The oil facility moves to the left of the screen and at the same time morphs/transforms into a series of items that are traditionally made from plastic:</p> <ul style="list-style-type: none"> • Drinking straw (in a glass for context) • Toothbrush • Cooking utensils (spatula etc) • Sunglasses <p>Then, an arrow pointing right appears in the centre of the screen and the same items appear on the right of the screen but all in wood rather than plastic.</p> <p>When the voiceover says communication actions zoom out to reveal the image of plastic and wooden items being projected onto a big screen in an auditorium.</p> <p>An older Black male character in a suit is standing next to the projection talking to an audience</p>	
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		<p>(we see the backs of many heads watching the presentation).</p> <p>When the voiceover says mitigate brand owners' perceived risks the image on the projector is replaced with the icons representing risk and uncertainty. An invisible hand draws red crosses through both icons.</p>	
<p>5.</p>	<p>Furthermore, the project will develop a toolbox that will allow the assessment of the brands' bio-based maturity level and assist their owners in the transition journey.</p>	<p>Cut to a new shot.</p> <p>The female brand manager from previous scenes is standing on a clear background with a toolbox in her hand.</p> <p>The lid opens and one-by-one the following words morph into icons and the icons fly into the toolbox.</p> <p>Awareness and learning tools</p>  <p>Adoption tools</p>  <p>Consolidation tools</p>  <p>The toolbox closes.</p> <p>When the voiceover says the brands' bio-based maturity level the character and her toolbox</p>	<p>@Sophie, we've changed the order of the "tools" so that they go from the first stage which is awareness raising, to adoption and consolidation.</p>







		<p>move to the left of the screen to make space for a large thermometer to appear on the right (please ignore the text on the right, we will only be showing the thermometer here). First, it is empty. Then, the colours rise from the bottom until the below reference image has been created (use the same colours):</p> 	
<p>6.</p>	<p>Switching from fossil-based to bio-based approaches has several advantages, such as environmental and economic benefits.</p>	<p>Cut to a new shot.</p> <p>Create a two-way vertical split screen of the fossil-based and bio-based approach from scene four.</p> <p>In time with the voiceover, two animated icons appear on the line down the centre of the screen that divides the two images.</p> <p>Environmental benefits:</p>  <p>Economic:</p>	




			
<p>7.</p>	<p>BIOSWITCH will ultimately boost a strong bioeconomy that will enhance commitment to a circular sustainable society, revitalise rural communities, boost innovation, and promote the creation of new opportunities and jobs.</p>	<p>Cut to a new shot.</p> <p>A seedling sprouts from the soil and grows into a small green plant. As it does, white hexagons appear piece-by-piece to create an image like the one below.</p>  <p>In time with the voiceover, add simple single-colour icons to some of the hexagons (again, reference the below image):</p> <p>Sustainable society</p>  <p>Rural communities</p>  <p>Innovation</p>	



		 <p>Opportunities</p>  <p>Jobs</p>  <p>The plant and the web of hexagons continue to grow until the end of the scene.</p>	
8.		<p>Cut to a new shot.</p> <p>End screen #1. Show the following logos in the following order:</p>  <p>Logos are here: https://www.dropbox.com/sh/pzb_r9a9izbizl3r/AADFAoTNOiE7_BxaKfymFpusa?dl=0</p>	



9.		<p>Cut to a new shot. End screen #2.</p> <p>Show the following image as an end screen:</p>  <p>The 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 887727.</p> <p>Image is here: https://www.dropbox.com/s/6tb6p8x9n2bnpht/Last%20image.png?dl=0</p>	
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