



ebalanceplus

# D8.3

# Introductory

# video



**Disclaimer:** This deliverable has not yet been approved by the European Commission and should be seen as draft

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# Technical References

Project Acronym	ebalance-plus
Project Title	Energy balancing and resilience solutions to unlock the flexibility and increase market options for distribution grid
Project Coordinator	Noemi Jiménez-Redondo CEMOSA
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<sup>1</sup> PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

## Document history

V	Date	Beneficiary	Author
1	25.05.2020	ESCI	Daria Kulemetieva





## Summary of Deliverable

The aim of the ebalance-plus project is to create an energy-balancing platform in order to unlock the flexibility of energy grids and increase their resilience. This platform will allow minimising energy costs, reducing CO2 emissions and increasing energy efficiency.

This deliverable D8.3 is a video of 2 minutes 50 seconds, which explains the essence of the ebalance-plus project, its relevance for the advancement of the energy efficiency and the environment. The video was produced at the early stage of the project (M4) to ensure maximum visibility of the project.

The video will be featured on the project website, YouTube channel, shown at fairs, conferences or other relevant events and upon request. It will be posted on the social media channels of the project and when appropriate, balance-plus partners will also promote this video via their corporate channels.

The video is accessible on the [Youtube channel](#) of the project.

## Disclaimer

This publication reflects the author's view only and the European Commission is not responsible for any use that may be made of the information it contains.



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# 1 Video concept

Present introductory video aims to be a teaser of the project, which provides the general framework and basic information about the project, building general awareness about the project and its goals. By using mostly non-technical language, the video aims to reach various stakeholders and thus have a wide outreach.

The length of the video is kept below 3 minutes to ensure its maximum effectiveness. The final call to action of the video directs viewers to the project website ([www.ebalanceplus.eu](http://www.ebalanceplus.eu)), which has more detailed information about the project.

## 1.1. Video structure

The structure of the video is outlined below:

1. Introduction: Electricity in everyday life.
2. Problem: Our energy consumption increases day by day; the current grids are on the limit of their capacity.
3. Future outlook: Electricity is increasingly produced from the renewable sources of energy, grids have to become smarter and more resilient.
4. Short presentation of the project: European innovators from 10 countries joined forces to work on the future of the energy market.
5. Solutions offered by the project:
  - smooth integration of renewable sources of energy into the grids;
  - smart storage, including Vehicle2Grid, and smart distribution of the energy that is not used;
  - exchange of valuable data between different types of energy systems, guaranteeing security and privacy;
  - More accurate prediction models to enhance grid performance;
  - ICT devices to improve the grid observability and resilience.
6. Features:
  - These solutions will be integrated with high-efficient power technologies in an energy management platform.
  - This platform will have a user-friendly interface and benefit energy operators, end customers and the environment.





7. Proof of concept:

- To ensure that the created solutions match the needs of the consumers and are technically feasible, they will be tested across Europe in residential and non-residential buildings.

8. Call to action:

- Follow our journey; learn more about the energy markets of tomorrow.

9. Closing:

- ebalance-plus logo, social media icons, EU flag and disclaimer.

## 1.2. Visual identity

All the graphic elements of the video, such as animations, captions and final credits are in line with the visual identity of the project, using the project colour palette and icons, which reinforces project recognition.

## 1.3. Sound design

For the narration, a female European voice was selected. Additionally, the video includes subtitles, ensuring the video is inclusive and reaches those who watch the video muted.

There are three music tracks in the video. They transmit the need for action, the positive outlook of the project and encourage to keep watching.

## 1.4. Video material

Due to the fact that the introductory video is created at the very beginning of the project, it was not possible to create original footage featuring the project partners and technologies. Therefore, two thirds of the footage used in the video was carefully selected and acquired from the envato and pond5 platforms.

Additionally, ESCI developed a set of animations to support the messages of the project. A combination of video footage and animation helps to transmit the message of the video in the most appealing and comprehensible way.





The first animation shows the geographical distribution of the project partners:



Figure 1 - Geographical distribution of the project partners

The second one, visualises the main solutions that will be developed within the project:



Figure 2 – The main solutions of the project





The third animation shows the geographical distribution of the demo sites:



Figure 3 – The geographical distribution of the demo sites

In the final animation, the demosite locations are integrated into the project logo, thus giving it more meaning and dynamic:



Figure 4 – A transformation of the demosite location into the project logo

