



ebalanceplus

Video News Release

Deliverable D8.4

AUTHORS: SABINE ALEXANDRE-KLEIN

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Technical References

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Project Coordinator	Juan Jacobo Peralta (CEMOSA)
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¹ 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	08.11.2023	ESCI	Sabine Alexandre-Klein
2	15.12.2023	CEM	Juan Jacobo Peralta
3.1	28.01.2024	CEM	Juan Jacobo Peralta (final check)



Summary

The project was expected to produce a Video News Release (VNR) during the final months of the project and ESCI produced and published it in M48. The ebalance-plus Video News Release intended to highlight to science and business TV journalists the benefits for society on the project's results. This implies, the video should not be seen as a final product, but similar to a press release as a tool to attract attention among journalists, so that they will then adapt the video and storyline according to the media outlet they are working for, such as a news programme, a business programme or a TV programme with a focus on science, technology and environmental issues.

The VNR consists of four elements: the Teaser (video with commentary), the B-Roll (video with no commentary), the script for the Teaser (text) and the proposed commentary and shortlist of the B-Roll (text).

The Video News Release is part of task 8.3 (creation of compelling content) described in work plan table of Annex 1 "Description of the Action" of the Grant Agreement. This deliverable contains only a description of the production of the video. The dissemination report will be included in D8.6 Final report on all dissemination and communication activities.

Disclaimer

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1 VNR Production Plan

The ebalance-plus project had foreseen a VNR aimed at journalists and, additionally, three demo-site videos for different stakeholders. In the end, this meant that ESCI would film at the demo-sites in France, Italy and Spain and interview the technical demo-site leaders.

The difference of the VNR and the demo-site videos are mainly in the story telling/scripting approach, the editing (e.g. use of music and video length) and in the distribution channels. Also, not all four demo-sites could be part of the VNR. ESCI therefore needed to make a choice and chose the French and the Italian demo sites to be part of the VNR.

1.1 VNR Production

The extension of the project duration and the delay of the technical readiness at some of the demo-site caused significant delay in the filming activities and therefore in the realisation of the VNR.

The demo-site in Lille has been filmed in October 2022 and the Calabria demo-site has been filmed in June 2023. In October 2023 the editing of the VNR started, the approval of the partners and the finalisation of the video took place in November, the publishing date was finally the 12th of December 2023.

1.2 Filming activities

1.2.1 Filming at Junia and the Catholic University of Lille, France

ESCI scheduled one filming day for the Open-Doors-Day which was 28.10.2022. Due to the illness of the Project Manager Sabine Alexandre-Klein, the camera operator and the sound assistant travelled without her to Lille and visited the campus together with JUNIA partners Christophe Saudemont, Benoît Durillon and Flovic Gosselin. Afterwards, the filming crew also collected some statements from a family who was visiting the University at this Open-Doors-Day and who interact with the researchers about the Ebalance-plus Serious Board Game. (The valuable filming content has been used for another video.)

1.2.2 Filming at University of Calabria, Italy

ESCI scheduled one day of filming for the 14.06.2023. Cristina Hurtado Tripijana (ESCI) visited the campus together with a camera operator, drone operator and a sound assistant. They filmed the campus and the control room together with Prof. Anna Pinnarelli and Pasquale Vizza. Afterwards, the crew also collected some statements from a student and the facility manager.

1.3 Editing and Finalisation

After the filming had taken place, Sabine Alexandre-Klein and Corinna Hackenbroch from ESCI produced a preliminary script and edited the video with the team in Oldenburg. In October 2023, ESCI sent a preliminary version of the following files to all partners:

- **Video Teaser with a dummy voice**
- **Video Teaser Script**





- **B-Roll Video**
- **B-Roll Text as proposed commentary**

After some minor correction requests were received, the voice-over of the teaser was recorded by a professional voice-over artist and the teaser of the Video News Release finalised on 8 November 2023.

1.4 Publication

On 12.12.2023, the video and its accompanying documents have been launched on the platforms [European Broadcasting Union](#) and [Freefootage](#). A publication on [ESCI youtube](#) will follow on Monday 18.12.2023.

2 Conclusions

The aim of this VNR is to distribute the results of ebalance-plus to a network of European TV journalists. The ESCI experience shows, that some of the journalists will adapt it and broadcast it. As we showcase the French and the Italian demo sites, the probability for a French and Italian adaption of the material is high. Our aim is to generate 5 reports on national TV stations. We will work towards this number and hope to manage to reach this goal before the close end of the project, in January 2024.

