



D5.6 PROJECT VIDEO

Lead Contractor: Sustainable Innovations (SIE)

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This document comprises the second video of the BIOSWITCH Project (contract no.887727) launched in M9 by SIE as part of the communication and dissemination activities.



Project details			
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Document History			
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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 second video of the BIOSWITCH Project (contract no.887727), which presents success cases from brand owners who have transitioned to bio-based and the lessons / best practices that can be learnt from them. It was launched in M9 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 the first video, introducing the project, would be ready for M6 and this second one, showcasing success cases, for M9.

The video was shared on the project’s social media channels and website to maximise its impact. In addition, it will be included on the next newsletter.

2 CHANNELS

The video was, first of all, shared internally via YouTube, on unlisted mode, with the aim to engage all the project partners for their review and approval. It has been uploaded to YouTube (<https://youtu.be/pg4wkaMmZZY>) and it will be publicly launched on social media on 2 March 2021.

Moreover, it will be shared on the next issue of the newsletter, which will be launched in May 2021.

Figure 1: Video on the project’s YouTube channel



3 KPIS

The aim of this video is to show brand owners some success cases that can inspire them and serve as example and role model. No specific Key Performance Indicator (KPI) was established regarding



videos views on the Grant Agreement. Nevertheless, the video’s visualisations and impact will be measured considering the number of people reached, via mailchimp and on social media. There will be a total of at least 3 videos during the project’s duration, and we expect them to reach more than 600 views among them all. This 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 elaborated in English, the main language of the project and also of the webinar, and it has a total duration of 53:20 minutes.

The video was created using the recording of the webinar and it presents five brand-owners success cases, as specified in the DoA. It finishes with a compilation of lessons learnt, and with an acknowledgment to all the partners, the Bio-based Industries Joint Undertaking, the Bio-based Industries Consortium and the European Commission Horizon 2020 Programme. The full script can be seen in Annex 2: Video 2 script.







An interactive timeline was including on the YouTube video description, so that it would be easier to jump from one case study to another, or to the best practices (lessons learnt) section at the end of it. The timeline is interactive, so when you click on one section, it takes you directly to that part of the video.

Figure 2: Video with timeline





5 ANNEX I: VIDEO 2 SCRIPT

Scene number	Text	Scene description	Comments/queries
		<i>Use the palette from the brand guidelines as the key colours for this animation.</i>	
1	BRAND OWNERS' SUCCESS CASES SWITCHING TO BIO-BASED		
2	THE SUCCESS CASE OF VAUDE SPORT GMBH & CO. KG, BY RENÉ BETHMANN		
3	THE SUCCESS CASE OF STORA ENSO, BY ANNICA RASCH		
4	THE SUCCESS CASE OF BIOCO, BY JO TEMMERMAN		
5	THE SUCCESS CASE OF DANTOY, BY MARCK MATTHIASSEN		
6	THE SUCCESS CASE OF ALHÓNDIGA LA UNIÓN, BY MARTA MACÍAS ON BEHALF OF NURÍA GARCÍA		



7	LESSONS LEARNT		
8		<p>Cut to a new shot.</p> <p>End screen #1. Show the following logos in the following order:</p> 	
9		<p>Cut to a new shot. End screen #2.</p> <p>Show the following image as an end screen:</p> 	