

D5.7 PROJECT VIDEO 3

Lead Contractor: Sustainable Innovations (SIE)

Author(s): Jeisel Goyanes

This document comprises the third video of the BIOSWITCH Project (contract no.887727) launched in M22 by SIE as part of the communication and dissemination activities.





BIOSWITCH

Project details			
Project acronym	BIOSWITCH	Start / Duration	June 2020 / 24 months
Topic	BBI-2019-SO4-S1 - Assist brand owners to 'switch to bio-based'	Call identifier	H2020-BBI-JTI-2019
Type of Action	CSA	Coordinator	CLIC Innovation Oy
Contact persons	Anna Tenhunen-Lunkka anna.tenhunen-lunkka@clinnovation.fi		
Website	www.bioswitch.eu		

Deliverable details			
Number	5.7		
Title	Project Video 3		
Work Package	WP5		
Dissemination level	PU	Nature	Report
Due date (M)	31.03.2022 (M22)	Submission date (M)	31.03.2022 (M22)
Deliverable responsible	Sustainable Innovations (SIE)	Contact person	Jeisel Goyanes jeisलगoyanes@sustainableinnovations.eu

Deliverable Contributors				
	Name	Organisation	Role / Title	E-mail
Deliverable leader	Jeisel Goyanes	SIE	Communication Manager	jeisलगoyanes@sustainableinnovations.eu
Contributing Author(s)	Jesús Serrano	SIE	Partner	jesusserrano@sustainableinnovations.eu
Reviewer(s)	Mariana Fernández	SIE	Head of Communications	marianafernandez@sustainableinnovations.eu
Final review and quality approval	Jesús Serrano	SIE	Partner	jesusserrano@sustainableinnovations.eu
	Anna Tenhunen-Lunkka	CLIC	Project Coordinator	anna.tenhunen-lunkka@clinnovation.fi

Document History			
Date	Version	Name	Changes



08/02/2022	0.1	First version	Jeisel Goyanes
15/03/2022	0.2	Contribution	Jesús Serrano
17/03/2022	0.3	Quality review	Mariana Fernández
	1	Final version	Anna Tenhunen-Lunkka



TABLE OF CONTENTS

ACRONYMS AND ABBREVIATIONS	5
1 INTRODUCTION	6
2 CHANNELS.....	7
3 KPIS	8
4 VIDEO DESIGN AND LAYOUT	8
5 ANNEX I: VIDEO SCRIPT	9

ACRONYMS AND ABBREVIATIONS

ACRONYM	FULL NAME
KPI	Key Performance Indicators
SIE	Sustainable Innovations Europe SL

1 INTRODUCTION

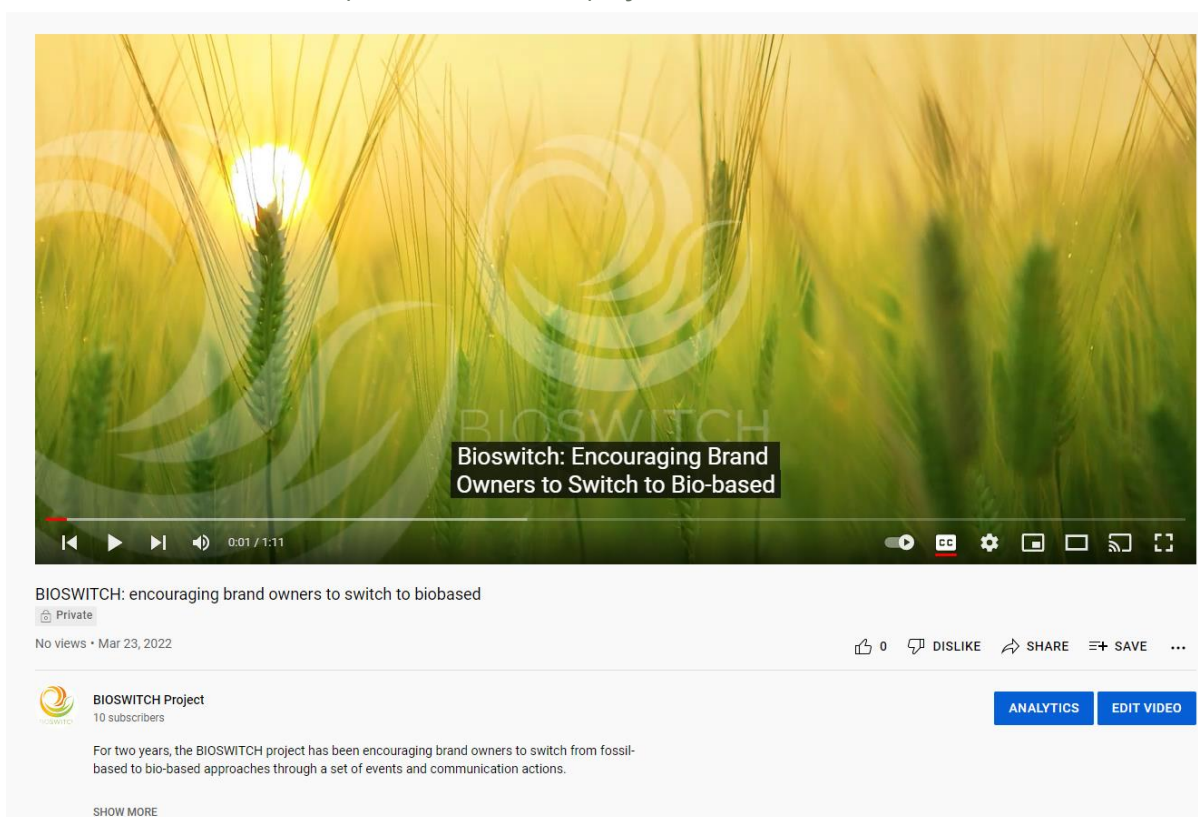
This document describes the third video of the BIOSWITCH Project (contract no.887727), which is the last one and presents some of the activities carried out in the project. It was launched in M22 by SIE as part of the communication and dissemination activities included in Task 5.2 Online & Offline Dissemination & Communication within the BIOSWITCH toolbox promotion and exploitation work package 5.

The video was designed, produced and finally published in March 2022. The video has been uploaded to Youtube and shared on the social media channels and the project's website to maximise its impact.

2 CHANNELS

The video was launched on 29 March 2022 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 on the project website's homepage page.
- Via YouTube: it was uploaded to the project's Youtube channel to help disseminate the information and make it easy to include it in the project's website as an embedded code.



• Figure 1. Third video on Youtube

- On social media. A link to the video was posted on the Twitter, LinkedIn and Instagram accounts.

Moreover, it will be shared on the next issue of the newsletter, which will be launched in May 2022. In addition, the consortium partners will also be encouraged to share the video among their stakeholders, as well as through their corporate communication channels.

3 KPIS

The aim of this video is to raise awareness on the activities developed by the BIOSWITCH project and how they contributed to encourage brand owners to switch from fossil-based to bio-based approaches

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.

Along the project duration, there have been a total of 19 videos, and BIOSWITCH has already reached an audience of more than 1,302 on the Youtube channel. This number sums up to the number of visitors of the website, who have the possibility to watch on the homepage 2 of the official videos of the project. Outreach will be boosted by including links and calls to action to watch the videos on social media and on the newsletter.

4 VIDEO DESIGN AND LAYOUT

As with the previous 2 videos, this third video has been designed following the brand guidelines of the project and respecting its corporate identity with the aim of following the 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 1:11 minutes.

SIE shared a doodle to consult with the partners if they wanted to have an animated video or a video created from real images and images from stock. It was agreed to create a video with real-stock images such as this one <https://www.youtube.com/watch?v=nBwtNo1xc-o>

The script and the guidelines for creating the video can be found in Annex I.

5 ANNEX I: VIDEO SCRIPT

Bioswitch: Encouraging Brand Owners to Switch to Bio-based

For two years, the BIOSWITCH project has been encouraging brand owners to switch from fossil-based to bio-based approaches through a set of events and communication actions.

We have developed and validated the BIOSWITCH toolbox through brand owners driven case studies.

They represented four different bio-based transition journey from the:

- chemistry,
- forestry,
- food and
- agro sectors.

To support the transfer of this toolbox all over Europe, a training programme has been created including a roadmap, different webinars, workshops and e-learning materials.

BIOSWITCH has ultimately boosted a strong bioeconomy that enhances commitment to a circular sustainable society, revitalises rural communities, boosts innovation, and promotes the creation of new opportunities and jobs.

If you want to learn from the experiences of early movers and get inspired to start, or take a further step in, your bio-based transition journey, please visit our website and social media channels!

BIOSWITCH, bringing Europe to the forefront of the bio-based economy.