



I4-GREEN

I4-GREEN
(Promotional Videos)
D7.4
30/08/2023

Authors

André Carvalho, Inês Ribeiro, Marta Peres, Tânia Peças - ACPMR

Anna Jorquera, Alicia Garcia - ISMC

Entity

ACPMR, ISMC



Funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EISMEA. Neither the European Union nor the granting authority can be held responsible for them.

General information				
Work Package	WP7			
Deliverable	D7.4			
Due Data	August 2023 (M10)			
Submission Date	August 2023 (M10)			
Deliverable Lead	ACPMR			
Dissemination Level	X	Public (PU)		Confidential (CO)
Document Nature		Report (R)	X	Other (O)
Description of the related task and the deliverable. Extract from DoA	<p>T7.1 Communication strategy, Dissemination Plan and Toolkit (M1-M5) Lead Beneficiary: ISMC, Contributors: ICA, ACPMR, ALL</p> <p>While WP1 covers internal communication, this Task and WP are focused on the outward-looking perspective of the project. A Communication strategy and Dissemination Plan (D7.1) will be produced in that respect which shall cover all key items: outreach strategy, target groups identification, outreach tools and activities, processes, promotion boosters, proactive engagement channels, etc. The strategy and attached plan will be periodically updated to keep track of the evolution of the project and its progressive extension throughout the EU community. Multiple audiences and stakeholder groups will be targeted through various channels (media, general public, industry, policy makers, etc.) which will require an adaptive approach. The red line (core message to deliver) through I4-GREEN consists of the ‘critical importance of making metals and raw materials extraction green to create EU jobs and preserve the environment’. The message will be simplified, adapted to the target groups and their varying interests for a tailor-made – thus effective – approach. A communication toolkit with the project logo and other branding information (brochure, roll-up(s) and poster(s)) will be produced, including recommendations on their use. This visual identity will be compulsory for all I4-GREEN partners and external participants (awarded SMEs and Pilots) to use in all I4-GREEN-sponsored tasks and activities. The communication toolkit will be complemented by a professional intro video of 2-3 minutes professional video to explain the origin and purpose of the project. It will be recorded and edited in simple language to ensure a wide impact and shall be uploaded in the project website and promoted through online and offline communication channels.</p>			
Authors	André Carvalho, Inês Ribeiro, Anna Jorquera			
Reviewers	Marta Peres, Tânia Peças, Alicia Garcia			
Status		Draft	X	Final

Revision History				
Version	Date	Author	Organisation	Status
1	26/07/2023	André Carvalho, Inês Ribeiro	ACPMR	Draft
2	21/08/2023	Anna Jorquera, Alicia García	ISMC	Draft
3	22/8/2023	Marta Peres, Tânia Peças	ACPMR	Draft
3	23/8/2023	André Carvalho, Inês Ribeiro	ACPMR	Final



TABLE OF CONTENTS

- 1. Executive summary 6
- 2. Promotional videos 6
 - 2.1. Objective 6
 - 2.2. Videos structures 6
 - 2.2.1. Promotional video 6
 - 2.2.2. Teaser video 10
- 3. Communication and dissemination strategy 11
 - 3.1. Promotional Video 11
 - 3.2. Teaser Video 11

List of Figures		
Figure 1	Video thumbnail	Page 7
Figure 2	Introduction	Page 7
Figure 3	Project objectives and goals	Page 8
Figure 4	Pilots	Page 8
Figure 5	Project ecosystem	Page 9
Figure 6	Open call	Page 9
Figure 7	Central objective of the i4-green project	Page 10
Figure 8	Teaser	Page 10

1. Executive summary

The present deliverable follows the strategy defined under D7.1 - Communication and Dissemination Plan and D7.2 - Communication toolkit. The aim of this deliverable is to complement and explain the production, communication, and dissemination strategy of the two promotional videos produced under D7.4 - Promotional videos.

2. Promotional videos

2.1. Objective

These videos represent part of the Communication and Dissemination strategy defined under WP7 of I4-GREEN Project. Video communication and dissemination are a very important pillar of the digital media and social networks. Meaning that in order to make a successful work in this area, well structured, captivating and engaging videos are a must to succeed in this task and work package.

The videos complement the I4-GREEN project even more, with the aim of showing, informing or entertaining, and it is a very strong communication tool. It gives a new dynamic to the website of the I4-GREEN project and the project is presented to the viewer in the form of a video, capable of capturing their attention and making them understand the message through a promotional video and arousing greater interest in finding out more.

Therefore, two promotional videos were produced under D7.4 - Promotional Videos, with the objective of introducing the I4-GREEN project, its objectives and strategy, and partners. Engaging and encouraging viewers to search more about the project.

2.2. Videos structures

2.2.1. Promotional video

There was a logical way to structure the [promotional video](#), which was thought and planned in detail and based on the core aspects of the I4-GREEN Project. This can be described as follows:

- Cover (project logo and funding).
- Key ideas (number of partners and their nationalities, project duration, total investment, and third-party financial support).
- Project objectives.
- Pilots.
- Brief reference to the ecosystem (enablers, investors, promoters, and the regional government).
- Empowering phrase highlighting green innovation.
- Financial support and Open Call.
- Axes of the Open Call.
- Ending sentence of the promotional video that reinforces of the project.
- Consortium and associated partners.

SLIDES CONTENT

The promotional video begins with a cover (thumbnail) highlighting the name of the Project and what it is driven by, where only the logo is positioned, a phrase that complements the name of the Project and funding. The thumbnail serves to draw the user's attention and distinguish this content among many others that also appear as a search result (Figure 1).



FIGURE 1 – VIDEO THUMBNAIL

The introductory part of the video, in which the aim is to clarify the main ideas and evidence the number of participating partners, the duration of the project, the total investment and the financial support to third parties (Figure 2).



FIGURE 2 - INTRODUCTION

Following up the introductory part, the main objectives of the project are presented, corresponding to the main goals and results that are expected to be achieved. The objectives follow the SMART standard and are therefore defined according to the following characteristics: specific, measurable, attainable, realistic and time bound (Figure 3).



FIGURE 3 - PROJECT OBJECTIVES AND GOALS

Since I4-GREEN is an industry-driven project wishing to deploy regional circular economy innovations in the mining processes, with two pilot projects at its core, aiming to bring circular and efficient innovation to market, it is essential to introduce both Pilots (1 and 2) informing the viewer about each pilot key objectives and goals (Figure 4).



FIGURE 4 - PILOTS

A brief description of the project ecosystem is introduced, making reference to enablers, investors, developers and regional government; and complemented with a sentence that reinforces the need to unlock the green innovation power of the EU's interregional ecosystems, reinforcing that innovation is central and that interregional ecosystems are necessary, as well as incorporating circular economy strategies and financial support to SMEs working on securing the sustainable supply of minerals essential to meet EU resilience and Green Energy Transition (Figure 5).



FIGURE 5 - PROJECT ECOSYSTEM

Introducing the financial support to third parties, the viewer's attention is drawn to the Open Call for project applications, through numerical and syntactical information to reinforce that the project will provide a system of cascade funding for SMEs, for the development of innovation projects within the two pilots, with the objective of establishing new interregional and inter-sectoral value. Following with the Open Call axes that will allow to unleash the green innovation power of EU interregional ecosystems, fostering the inclusion of new products, processes and/or technical services in Pilot 1 and Pilot 2 aiming to establish new interregional and inter-sectoral value chains (Figure 6).



FIGURE 6 - OPEN CALL

The video ends with the central objective of I4-GREEN project, which is to making mining greener and more circular through joint investments and with the identification of the consortium and associated parties (Figure 7).



FIGURE 7 - CENTRAL OBJECTIVE OF THE I4-GREEN PROJECT

2.2.2. Teaser video

The [I4-GREEN project video teaser](#) focuses mainly on the most important information to be reinforced and was planned for a duration of 30 seconds. The key information to be emphasised in it are the pilots, the project duration, the project ecosystem, the total investment and the third parties' financial support.

Encouraging the audience to find out more about the project and generate curiosity. This teaser is a simpler, shorter, and captivating video to maintain the interest of viewers (Figure 8).



FIGURE 8 - TEASER

3. Communication and dissemination strategy

3.1. Promotional Video

This video's objective is to paint a general picture about the project structure and goals, as well as give visibility to the funding entity and the beneficiaries.

Thus, in the first place, this video was uploaded to the I4-GREEN YouTube channel before end of M10 and will then be widely disseminated on-line through the project website, social media and the first project e-Newsletter. The project partners will also be encouraged to embed and share the video within their own websites and online networks at their own discretion.

The video will also be shared offline, during specific events, to introduce and showcase the project for the general public and all relevant stakeholders.

In general, the objectives of the promotional video and the short version of the video are to attract more visitors and leads to the website, bearing in mind that videos are easier to consume and increase organic traffic, mainly through YouTube.

The videos help the I4-GREEN Project improve its digital positioning and inform users about the project objectives, goals and the opportunity to submit projects under the I4-GREEN Open Call, as well as raising public awareness on the importance of green mining of metals and raw materials, improving EU's resilience, sustainability and independence.

Promotional Video: <https://youtu.be/wQAKi7fpNo0?si=igOb3HE-p66H6LOy>

3.2. Teaser Video

As mentioned earlier, the main goal of this shorter video is to give a quicker and simpler but captivating view of the project, to generate curiosity in the viewers and motivate them to search for further information. The intention of the I4-GREEN Project teaser was to generate curiosity in the public without giving away the result, which served as "bait" to lead the audience to the final product, which is what really matters.

As with the promotional video, this teaser video was firstly uploaded to the I4-GREEN YouTube channel, from where it will be disseminated through varied on-line media. But due to its short duration, this video is best fit to as a 'hook' and can be used more frequently through social media as a call to action: it should drive the viewers' search for broader information, boosting the number of views of the promotional video and the visits to the website.

Teaser Video: https://youtu.be/6l3R_0AtRas?si=fgSX3wKFX36T9B9v