

# PROJECT INITIAL VIDEO

## D8.3

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## APPROVALS

|                        | Name        | Company | Date       | Visa  |
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## DOCUMENTS HISTORY

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## TABLE OF CONTENTS

|   |  |   |
|---|--|---|
| 1 | Executive summary .....                  | 4 |
| 2 | Main objective and target audience ..... | 4 |
| 3 | Elaboration .....                        | 4 |
| 4 | Conclusions .....                        | 4 |

## 1 Executive summary

This deliverable report describes the main steps undertaken to elaborate the initial video of the FIBRE4YARDS project.

## 2 Main objective and target audience

The initial video of FIBRE4YARDS combines motion design animations with real videos from some FIBRE4YARDS partners. It is intended to give a short overview about the project's goals and activities. It will be published on the project website and YouTube to reach general public, as well as on professional social media LinkedIn to reach a more scientific and technical audience. It will also be used as a reference introduction during various events at which FIBRE4YARDS will be represented in order to arouse interest of specialists before more detailed technical presentations dedicated to FIBRE4YARDS research and innovation topics.

## 3 Elaboration

This short explainer video was prepared during the first ten months of the project.

The following steps were performed to prepare the video:

- Writing of the storyboard and related script for the voice-over.
- Production of the video by a communication agency (including recording of the voice-over, addition of a background music, sub-titles).
- Review by the consortium partners (including the script, storyboard, draft video) and integration of corrections.
- Release of the video on the project website, LinkedIn and YouTube.

The video is composed of 6 main sequences running smoothly one after another and presenting the following:

- Context of the project.
- Main activities.
- Methodology
- Main expected outcomes.
- Consortium.
- Information on the EU funding and references to communication tools (website, LinkedIn).

For a maximum visibility, the initial project video is accessible on the project website (<https://www.fibre4yards.eu/>).

## 4 Conclusions

The initial video developed for FIBRE4YARDS is intended to dynamically present the project and its consortium. It will support the consortium partners in their communication and dissemination efforts, including both scientific / technical activities and those organised for a wider non-expert public.