

ZeroPM on YouTube



Hans Peter Arp
Norwegian Geotechnical Institute (NGI)
Norwegian University of Science & Technology (NTNU)
Contact: hans.peter.arp@ngi.no



Sarah Hale
DVGW German Water Center (TZW)
Contact: sarah.hale@tzw.de

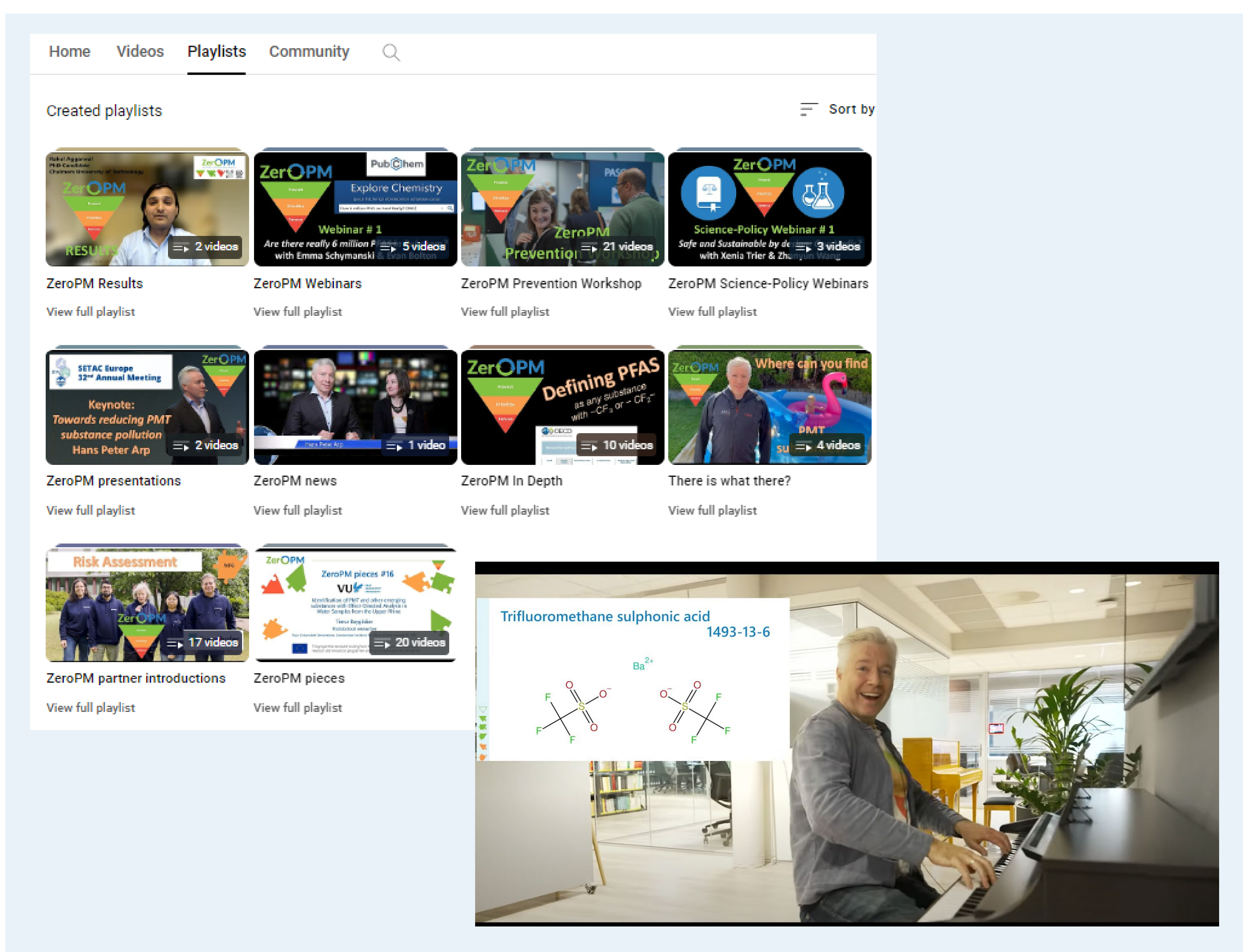
Introduction

The H2020 research and innovation project, ZeroPM (Zero Pollution of Persistent, Mobile substances), has an ambitious YouTube strategy. Over the course of our 5 year project we are targeting over 200 videos on the channel to disseminate and communicate the aims and outcomes of ZeroPM. To facilitate this, there are three main strategies:

- 1) Branding:** Produce vignettes, graphic templates and sound clips, reflecting the ZeroPM brand, for use in all videos.
- 2) Playlists:** design playlists categories to develop and organize video content
- 3) Schedule:** assign clear video production deadlines within each playlist category for *each beneficiary* in the project (what, who, when)



Example of a standard ZeroPM design element used in all videos



Playlists

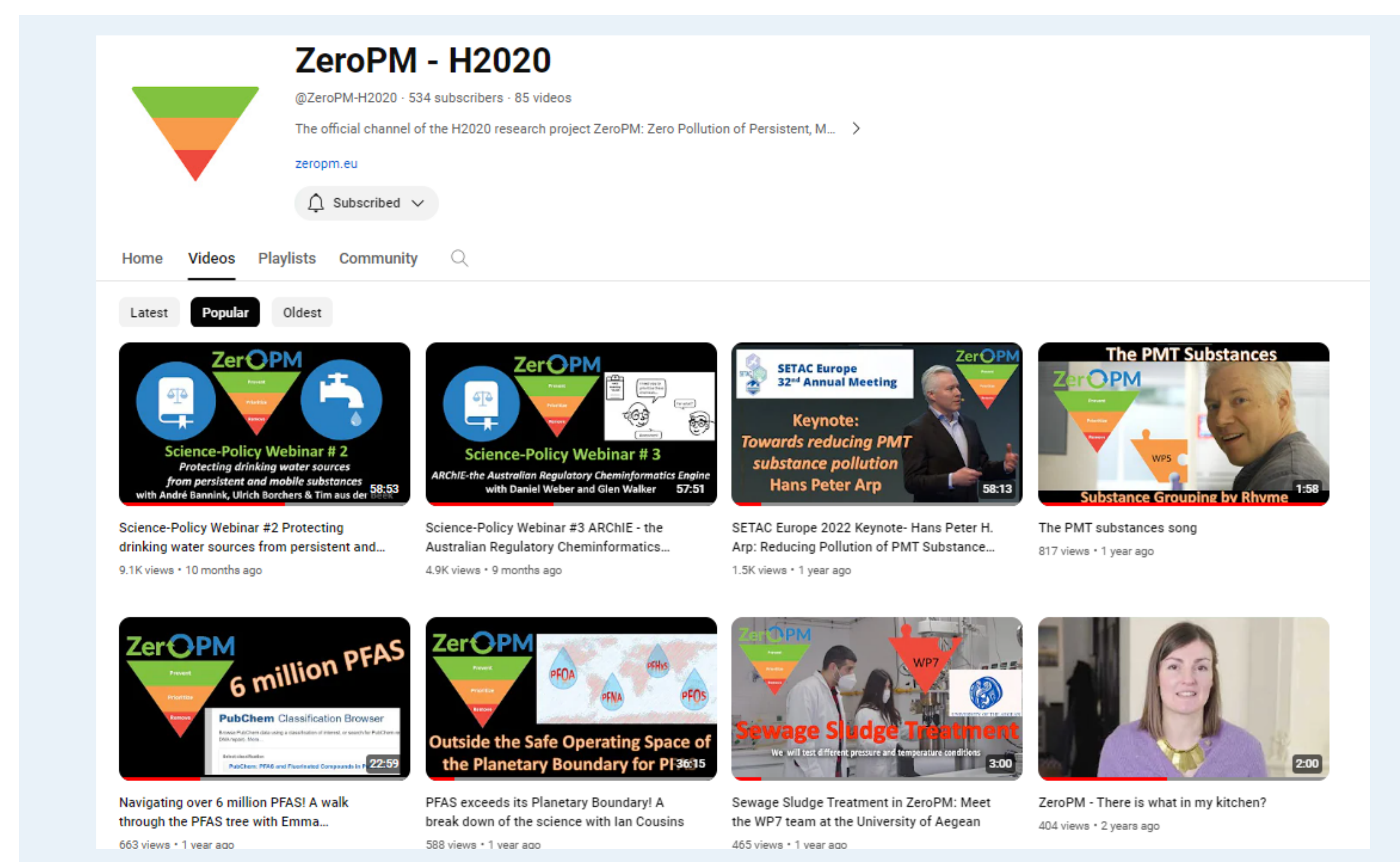


Ideas for playlists that we used in ZeroPM include

- Partner introductions** - each partner is tasked with introducing themselves, their facilities and what they will do in the project
- ZeroPM In depth** - featuring technical interviews with ZeroPM partners;
- ZeroPM Pieces:** internal lunch time seminars given by members of ZeroPM to each other of ca 15-30 minutes of their research
- ZeroPM webinars:** public webinars that were made by ZeroPM researchers, also featuring guests from outside of ZeroPM
- ZeroPM science-policy webinars:** webinars with external speakers to discuss science-policy issues related to persistent, mobile and toxic / very persistent and very mobile (PMT/vPvM substances)
- Workshop videos:** diverse videos filmed at our workshop events (including presentations, interviews, and trailer videos)
- There is what where?** - short, informative videos to present how exposure to PMT/vPvM substances can occur;
- ZeroPM news** - where latest results of the project are presented as a news broadcast

A pathway towards wide, science-based dissemination

By adopting an ambitious YouTube strategy, we can disseminate the project wider. Many of our subscribers and viewers are outside of Europe, where the project is largely based. Currently we have over 500 subscribers, and some of our videos have been viewed in the thousands of time. Our most popular videos are webinars, interviews on ZeroPM results, and the more creative entries, like the PMT substances song.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036756.

Experience it for yourself!
Subscribe to ZeroPM's YouTube at
<https://www.youtube.com/@ZeroPM-H2020>

