



BD4OPEM

Big Data for OPEM innovation Energy Marketplace

Deliverable 8.3

Project videos first release

Document information

Deliverable Nr	D8.3
Deliverable Name	Project videos first release
Version	1.0
Release date	30/06/2021
Dissemination level	Public
Status	Submitted
Author	Nigel Claridge (SUST)



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under **Grant Agreement No 872525**.

Document history:

Version	Date of issue	Content and changes	Edited by
0.5	17/05/2021	Draft version	Sustainable Innovation
1.0	27/06/2021	Final version	Nigel Claridge

Peer reviewed by:

Partner	Reviewer
JSI	Dušan Gabrijelčič
NUVVE	Massimiliano Garella

Deliverable beneficiaries:

WP / task
All WPs and tasks

Table of contents

1	Executive summary	4
2	Project Video #1	5
3	Conclusions.....	6

1 Executive summary

The BD4OPEM H2020 mission is to create innovative business solutions using Big Data and AI techniques to enhance the planning, monitoring and operation & maintenance of electrical distribution grids in the Energy market. To enable this, a comprehensive Dissemination and communication strategy (D8.1) has been produced to ensure that project results are disseminated appropriately to defined stakeholders and target groups. A multi-channel approach was implemented to engage and raise awareness with these prioritised groups.

Based on a project design brief and associated logo, a dissemination toolkit was produced comprising of a number of instruments, including a brochure, poster, newsletters and of course, the project website (www.bd4opem.eu). To complement this battery of tools, a first project video has been produced. Originally, the plan was to produce a more extensive project video by M18, with clips from the pilot sites, and interviews with key stakeholders highlighting the project's vision, challenges, and expected outcomes.

Due to (travel) restrictions imposed by the covid pandemic, there a change in strategy was decided. A first shorter introductory video in English was produced instead by M14 presenting the key project elements and guiding the viewer to our website for more information. The video was then localised (M15) and is now available in seven project relevant languages represented by partners.

The English version of the video has been uploaded to the project website and each partner has been encouraged to use it in their own marketing activities or when presenting the BD4OPEM H2020 project to local stakeholders. As soon as covid restrictions are lifted, and it becomes possible to travel to pilot locations and interview key decision-makers, two further more extensive videos are planned M28 and M42 with clips from pilot sites and interviews with stakeholders to demonstrate the range of impacts of the services developed on distribution networks.

The project video highlights key elements and messages to potential audiences and for promoting the possible BD4OPEM H2020 project. It will ensure that all project stakeholders are made aware of the project scope, direction and results, and maintain momentum and engagement during the project. It will also contribute to the second set of videos to be produced by the end of the project.

2 Project Video #1

Link to project video - <https://youtu.be/Aot18oI1L-w>

Objective - The video was produced by the project partner Sustainable Innovation (SUST) in Sweden, who are work package leaders for WP8 Dissemination and Communication, using the PROMO video tool (<https://promo.com>). Covid restrictions rendered it impossible to film pilot sites and interview key stakeholders as initially planned. Instead, the first video focused on text and animation to explain the scope and flow of the project, technology of the process and the service outcomes and open innovation energy marketplace. The video has been developed in English, and this will be the primary marketing tool. However, to assist local communication, the video was translated into seven other languages; Spanish, Greek, Turkish, Czech, French, Danish and Italian. It fulfils the proposal requirements to inform visually about the project by the end of M18, and that it will evolve into a more sophisticated all-embracing video by M28 and 42.

Key words: Big Data, AI, Innovation, actionable, tech, Energy (renewable), Digital, Engagement, Business exploitation.

Concept - The video concept was produced during a workshop where six key project elements were prioritised; Big Data input, AI-based toolbox, Development of services and the Open innovation energy marketplace. The fifth and sixth elements were about the project partners and where to get more information about the project. Results indicated that the final film would be less than 1 minute long. The video message was to convey the project mission statement: Developing innovative business services for the Energy market utilising Big Data and AI to enhance the planning, operation & maintenance and monitoring of electrical distribution grids, and with a focus on renewable energy sources.

Content – Most of the video content, primarily picture material, selected from Promo to correspond to project requirements. All project partners were given the opportunity to review and provide feedback, some offered suitable video material of their facilities. If not used, the comments and materials were saved for the next-generation video.

Music - While no voice-over was required, the producers decided on stirring music to obtain the viewer's attention over the course of the video and satisfy the needs and expectations across all project regions.

Evaluation and implementation – Before final distribution, the video was evaluated by each of the project partners for feedback and comment. Apart from some minor editorial issues, feedback was extremely positive, and each regional partner was asked to translate the text into their local language. The exception was Belgium and Sweden, who wished to use the English version. By M15, all partners had received their local version, and a number have actively used it since mainly when presenting the project locally. The English version of the video is to be found on YouTube and the project website.

The English version of the project video was launched in M14, regionalised by M15 and uploaded to the project website on M16.

3 Conclusions

The primary dissemination and communication objective of the BD4OPEM project is to ensure that all results and project outputs are made available to all identified target audiences. Our approach is to be inclusive and participatory, leveraging the partners' expertise and encouraging discussion with target audiences and other related EU funded projects. Well planned and executed dissemination efforts will be crucial to ensure that target audiences become engaged with the BD4OPEM project.

Digital and social channels have a central role to play in this strategy, as they provide extensive opportunities to inform, engage and promote the take-up of the BD4OPEM results, at the same time building and strengthening relationships with target audiences. The first project video is a key element in this strategy.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 872525