

BD4OPEM

Big Data for OPen innovation Energy Marketplace

Deliverable 8.4

Project videos final release

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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) was 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 prioritized groups.

A first version of the project video was produced during 2021 and used in dissemination of the project results in relation to several conferences and exhibitions. The project video was also disseminated on Youtube, published on the website and shared on LinkedIn, Twitter and Facebook. The first version focused on presenting the project, the marketplace and the services being developed.

A final project video has been produced and delivered as planned by M36. In the final release (an independent project video in its own rights) parts of the first version was used together with new content such as clips from the pilot sites, and interviews with key stakeholders highlighting key needs and perspectives from the pilot sites regarding the BD4OPEM marketplace and the services being developed by the BD4OPEM H2020 Project.

The English version of the video was 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.

2 Project videos final release

Link: <https://www.youtube.com/watch?v=egaOrI7xCzg>

Introduction

This section will present the objective, concept, content as well as the evaluation and implementation of the Project video final release. The aim is to describe the different parts of the production of the video.

Objective - The video was produced by the project partner Sustainable Innovation (SUST) in Sweden, who are leaders of Work Package(WP) 8 “Dissemination and Communication”. The goal of the video is give a human face to the otherwise rather abstract concept of the energy grid services and the BD4OPEM marketplace via personal interviews with the people involved at the BD4OPEM pilot sites. The length of the video was agreed upon to be around 10 – 15 minutes long.

It is also about giving the pilot leaders - which are for the marketplace and the services the prospects as customers – the floor to inspire other stakeholder on innovation and the BD4OPEM project’s value offerings. Showcasing real testimonials of the relevance of the BD4OPEM project, the marketplace, and the services being developed. The scope of the video is to complement previously made dissemination content (videos, newsletters, etc).

It fulfills the proposal requirements to inform visually about the project and the funding by the EU Commission by the end of M36, and will be continuously used by the project partners in communicating the project during M37 – M42, and possibly beyond.

The target audience for the video is:

- DSO’s
- Service Providers in the energy domain (e.g. energy analytics companies).
- Other BRIDGE projects
- The wider audience that is interested in big data solutions for the energy grid.

Concept – The video concept has been developed during WP8 monthly meetings and together with the pilot sites in preparation for the pilot site visits led by WP8. The agreed perspectives, as previously mentioned, was to capture the human and pilot

site aspects to present the benefits of the BD4OPEM project for them as energy grid stakeholders, directly affected by the services and solutions developed by BD4OPEM as well as the potential impact the funding from the European Commission can, and will, have for them and the society at large.

It was also agreed to further develop the assets that were produced for previous videos to ensure the continuity of the BD4OPEM brand and visual aesthetics.

Content – The video content was produced during pilot site visits, through interviews with key personnel involved in the BD4OPEM project but also with the regular day-to-day operations of the pilot leader. The interviews were then assessed and edited to fit within the scope of the video. As mentioned, previously produced content was further developed and utilized in the production of this final video.

Timeline over the project film

- The video starts with the intro of the film with a clear text describing the goal of the video.
- The next frame is the first interview and it will switch screens sometimes back and forth from the subject to the electrical grid and generators.
- Soundtrack plays behind the film and some effects are added to make it smoother and more intrigued for the viewer.
- Outro is a voice-over that talks about the energy grid and the future. After that the companies and shareholders logos are shown and represented with the BD4OPEM and EU-logo.
- Ending of the video shows the web-link to the project website and a special thanks to everyone that participated in the project.

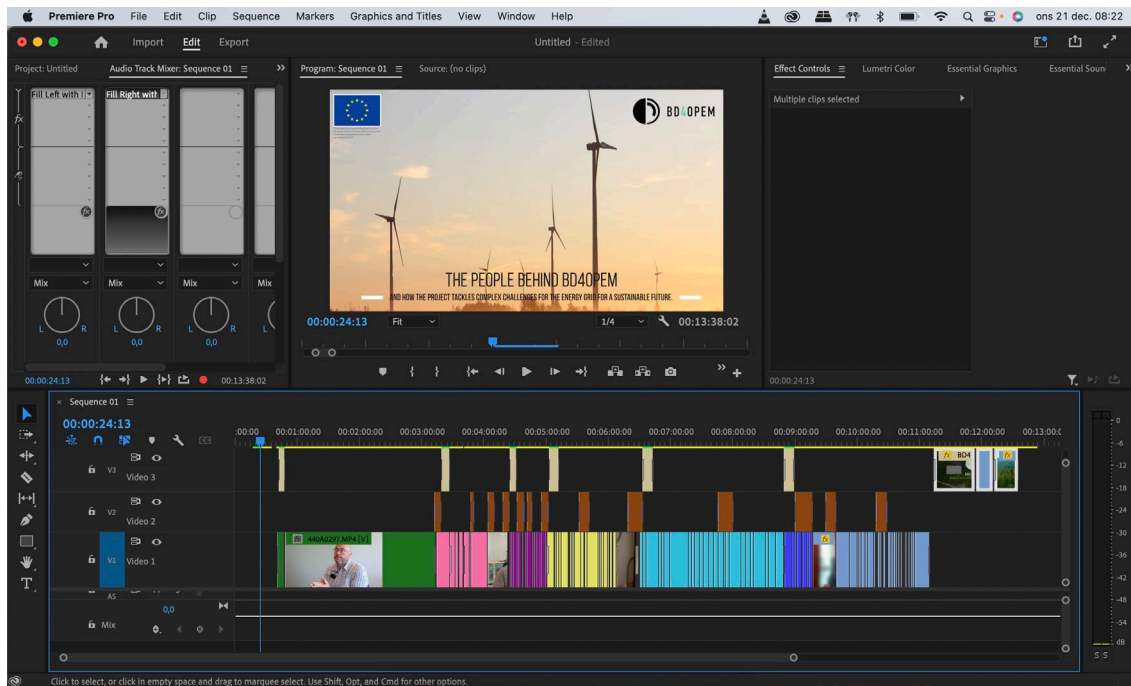


Image 1: Introduction.

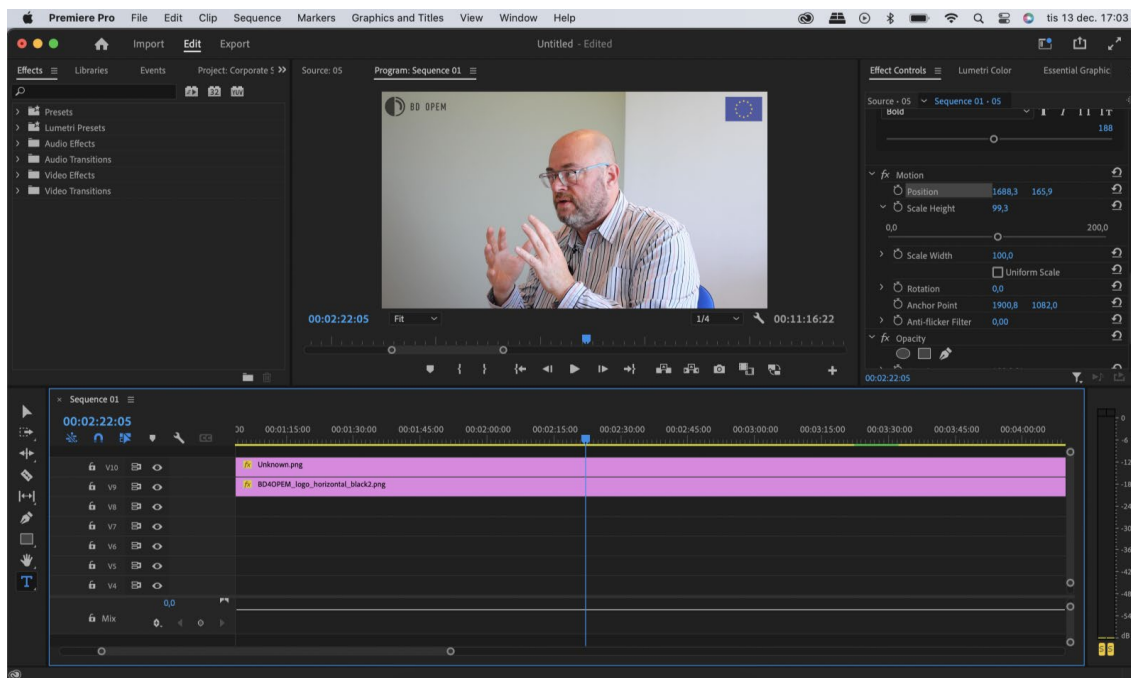


Image 2: Example of interview 1 (VUB).

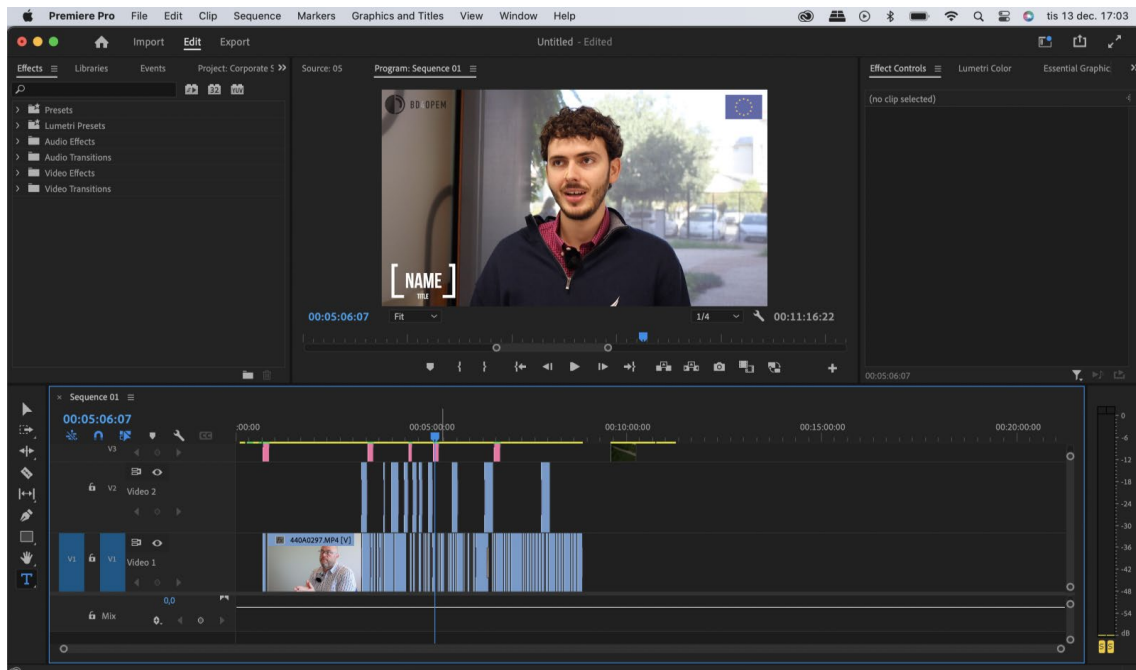


Image 3: Example of interview 2 (EyPESA).

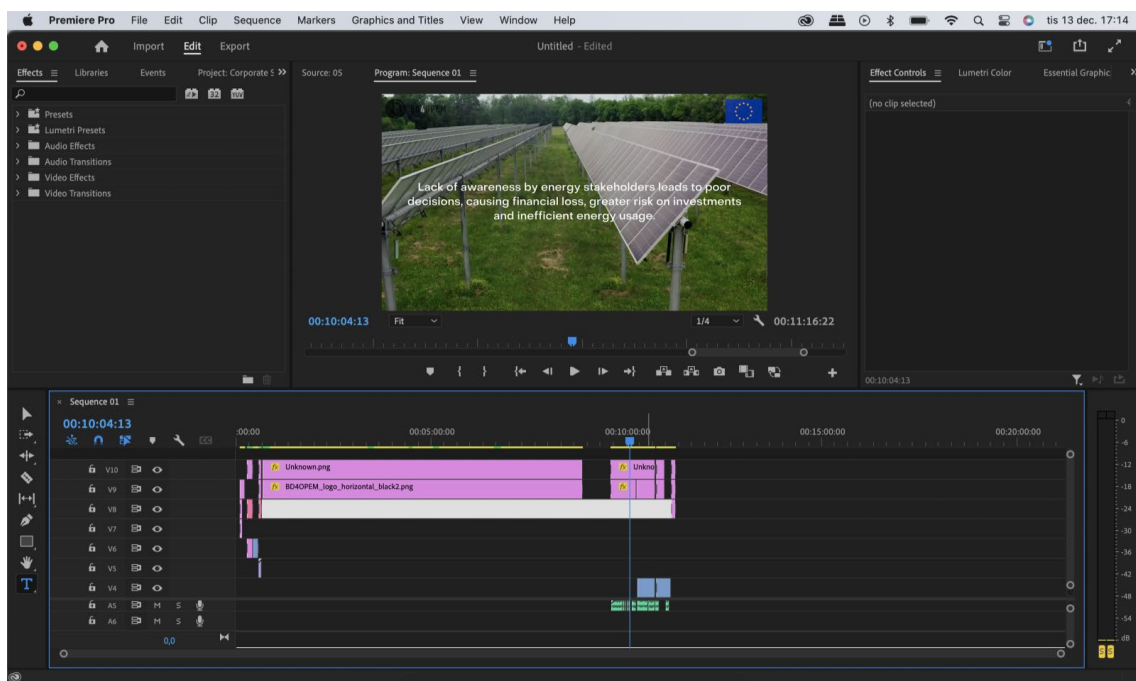


Image 4: Example of description of the energy grid.

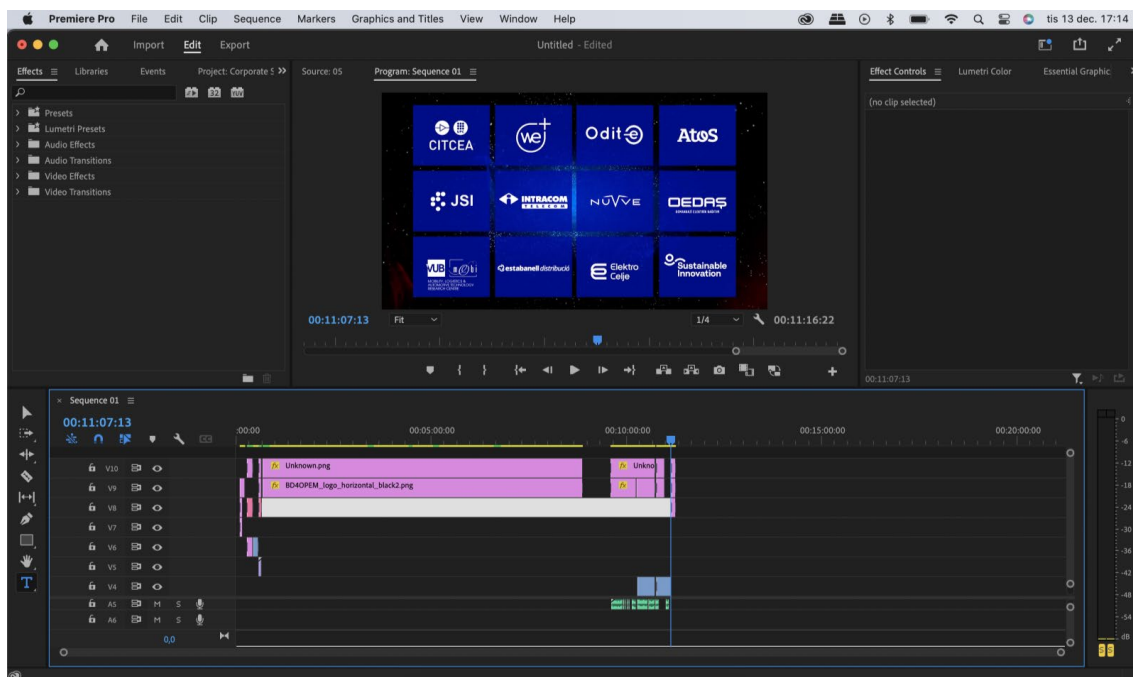


Image 5: Example of presentation of partners.

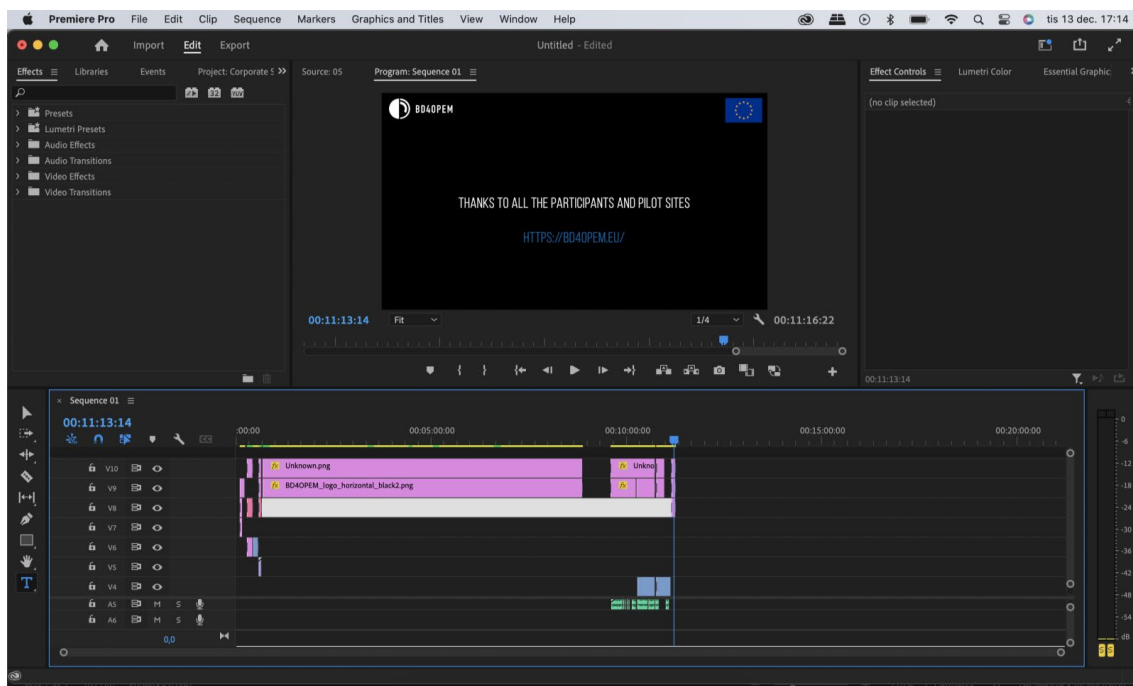


Image 6: Example of credits.

Evaluation and implementation – Before final distribution, an early draft of the video was made available six weeks prior being made available to the public, for partners to provide feedback and comment. It was widely appreciated that the video brings forth the perspectives from the pilot sites and personal interviews with key personnel. There were also some minor editorial comments which were all taken into consideration for the final cut.

In terms of impact of the project video the project expects to generate an interest from key stakeholders to engage with the marketplace and its published services. Especially in the final six months of the project when stakeholder engagement will intensify as the marketplace and services goes live and will be used by external stakeholders beyond the project.

As the project enters into the final stage partners will present the outcomes and impacts of the project to key stakeholders identified in the ongoing stakeholder engagement. This will focus on specific services depending on the stakeholder where the project video will function as a good introduction and teaser in order to initiate an interest to learn more about a specific service or package.

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 to bringing forth the human perspectives of the BD4OPEM project and the challenges for the energy grid by the BD4OPEM pilot sites ensures that the video is accessible to a wider, and perhaps a non-technical audience and can showcase the importance of the funding from the European Commission in the context of supporting the development of new innovations for the energy grid to tackle climate change and achieve the green deal.

The contents of the final video, both what is included and that which was not, will be further used in the digital communication in the project's social channels in shorter forms to provide further opportunities to inform, engage and promote the take-up of the BD4OPEM results, at the same time building and strengthening relationships with target audiences until M42.

The project video will be a useful tool in order to engage with key stakeholders and generate impact beyond the project period though the scaling implementation of the key exploitable results.



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