

SEAFOOD^{TOMORROW}



Nutritious, safe and sustainable seafood for consumers of tomorrow

Grant agreement no: 773400

Deliverable D6.3

(SEAFOOD^{TOMORROW} Project Video)

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Project co-funded by the European Commission within the H2020 Programme	
Dissemination Level	
PU Public	X
PP Restricted to other programme participants (including the Commission Services)	
RE Restricted to a group specified by the consortium (including the Commission Services)	
CO Confidential, only for members of the consortium (including the Commission Services)	

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1. Summary

The SEAFOOD^{TOMORROW} Project Video (D6.3) is a promotional video, focusing on the key aims, objectives and outputs of the project. Conveying these in a user-friendly and creative fashion, the video serves as a dissemination tool for widespread awareness, targeting the general public and consumers. Distributed through several channels (project website, video hosting sites and social media), the video will also be disclosed at events and workshops and to consumers associations. Communicating the societal and environmental impacts of the project, it is anticipated that the video will add to the project's legacy and reach beyond the direct project stakeholders.

This deliverable report presents an overview of the Project Video (D6.3), its development and distribution in M20 (June 2019).

Team involved in deliverable writing: AquaTT

Document Information:

Version log			
Issue Date	Revision N°	Author	Change
28/06/2019	V1	Annette Wilson, Marieke Reuver (AquaTT)	NA

2. Objective

2.1. Objective

The objective of D6.3 – Project Video, is to facilitate communication and dissemination actions by developing a video as part of a portfolio of communication materials for the promotion and widespread awareness of the project and its achievements to a large audience over the course of the full project.

The video will be distributed widely via video sharing platforms and social media and used at events to showcase the project and its innovative solutions, thus facilitating the effective communication of how SEAFOOD^{TOMORROW} will improve European seafood and how high-quality seafood can impact our lives.

2.2. Rational

SEAFOOD^{TOMORROW} develops a variety of innovative solutions for sustainable production of safe and high-quality seafood. Furthermore, the project is developing products that will increase the availability of healthier seafood, which will improve consumers' diets and health, and tools to empower consumers and allow them to make better-informed seafood-choices.

Communicating the key outputs, results and impacts of these innovative solutions to current global challenges is required to raise awareness of the societal benefits of Horizon 2020 funding, to attract investment and promote new potential markets.

Addressing this, the SEAFOOD^{TOMORROW} Project Video has been developed as an accessible, demonstratable dissemination tool, that provides a clear explanation of the project's key objectives and outputs, in a format, tone and style that is appealing and informative to all audiences.

3. Introduction

A key aspect of the SEAFOOD^{TOMORROW} communication and dissemination strategy involves tailoring media tools to the appropriate target audiences. As an Innovation Action with the potential for significant societal and environmental impact, high quality effective dissemination recourses and tools are needed to convey the key messages of the project. Recently media and marketing research has found that people are increasingly turning to online resources for news and information. Furthermore, people now are spending increasingly more time online watching videos (YouTube, Vimeo, Facebook Live etc) as opposed to reading material.

With this in mind, and in order to reach general and cross-sectoral audiences, particularly consumers and the general public, D6.3 has been designed to maximize project impact through the release of a promotional project video.

The video is publicly available through various outlets and channels (e.g. project website, Vimeo, You Tube and Twitter) and will be used at demonstration workshops, conferences and trade shows.

4. Video development

4.1. Video Brief

The goal was for the video to be informative to the viewer regardless of their level of knowledge on the subject area. Therefore, the video was designed to present the overall objectives the project in a publicly accessible format, in order to reach the widest possible audience. Focusing on the outputs and anticipated legacy, the video aimed to provide a clear explanation of the projects' solutions for sustainable production of safe and high-quality seafood.

A video brief was developed by AquaTT (M16-18) outlining the background of the project (key messages), general information on the purpose and requirements (target audiences, format and expected length and translation requirements), and concept (tone and style). In addition, AquaTT drafted ideas for the story board (script and corresponding visuals) based on the innovative solutions of the project and expected societal impacts. Five producers were approached to provide quotations for video development based on the video brief and story board, and Pix Videos was selected based on their high-quality animated products that fit well with the tone and style desired, and were deemed best value for money.



Screenshots from the SEAFOOD^{TOMORROW} video brief

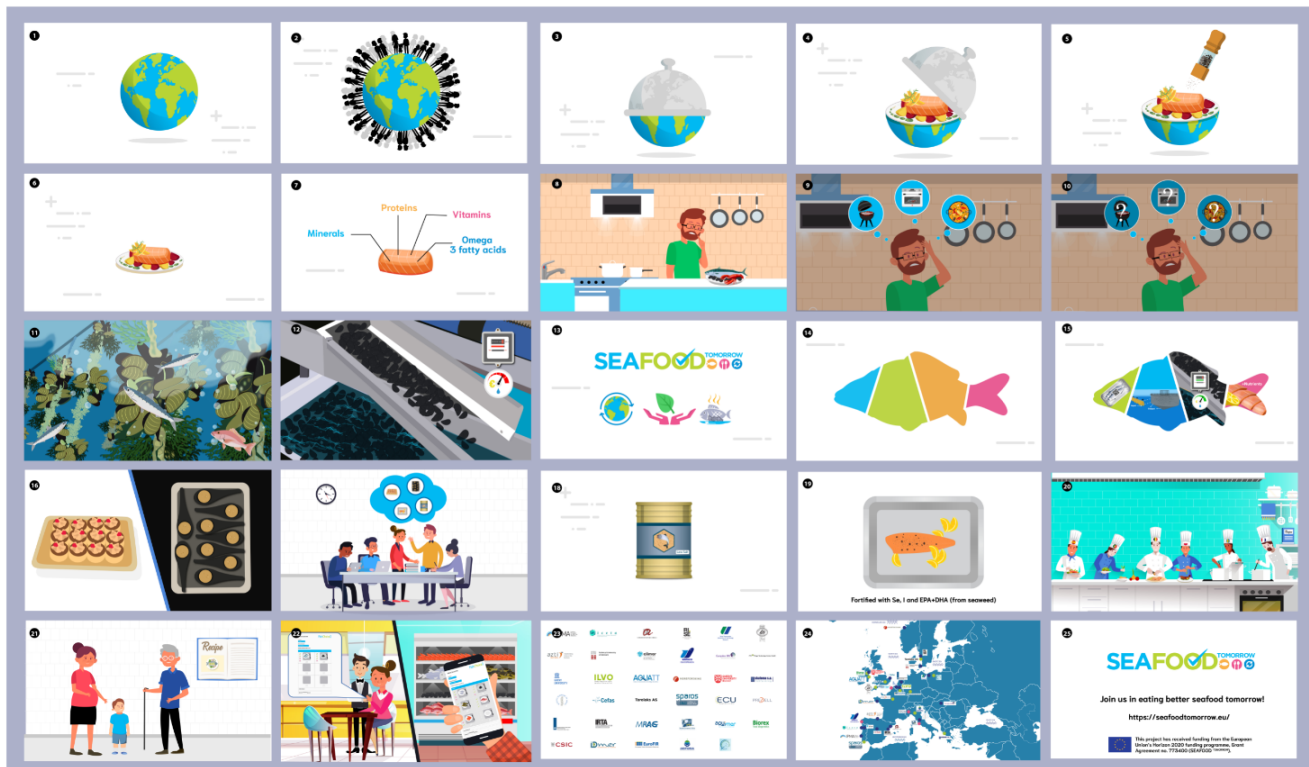
4.2. Story Board

Based on the draft script and visual ideas provided by AquaTT, the producer developed the description of action on screen for the video. The script and action on screen were refined by AquaTT and Pix Videos through several rounds of reviews, ensuring the concept and objectives of the video were clearly met and that the length of the video was kept within the recommended duration of people's attention span (around two minutes for a pitching video), to facilitate keeping viewers' attention. Flow and cadence of sentences were carefully considered as well as the overall story. Visuals were developed ensuring that they were both attractive and easy to understand and did not wrongly convey the key messages.

The script and description of action were sent to the Project Coordinator and Manager (IPMA) for review and final feedback and suggestions were incorporated as appropriate (M19).

Voice-over samples were reviewed by AquaTT and selection made based on tone, clarity and pronunciation.

Illustrations of the action on screen were developed and drawn by Pix Videos. Several rounds of reviewing and feedback between the producer and AquaTT were carried out. The illustrations were sent to the Project Coordinator and Manager (IPMA) and suggestions and ideas incorporated (M20).



SEAFOOD^{TOMORROW} video illustrations

4.3. Final Video

Animations were added by the producer and the final video was published in M20, according to schedule. The video is 1 minute 55 seconds; consists of 25 scenes and tells a short story explaining some of the challenges faced by consumers and the seafood industry and how SEAFOOD^{TOMORROW} is addressing these. The video then highlights some of the solutions being developed by the project, specifically: fortified fish; co-production of fish and seaweed; reduced sodium seafood products; improved digital traceability of products and reduced energy during processing. Two public facing outputs are highlighted, namely the formulation and validation of new seafood recipes (Task 2.2: SEAFOOD^{TOMORROW} Recipe Contest) and the consumer benefit-risk communication tool (Task 6.5: Fish Choice 2). Both outputs were chosen as they are relatable and applicable to broad and general audiences and are expected to increase the availability of healthier seafood, improve consumers' diet and health and empower consumers by allowing them to make better-informed seafood choices.

Given the geographical spread and languages spoken by the majority of partners in the consortium, the video was subtitled into seven languages: Spanish, Portuguese, French, Italian, German, Dutch and Norwegian.

The video was finalised on 21 June 2019 and is publicly available on the SEAFOOD^{TOMORROW} project website: <https://seafoodtomorrow.eu/media/>.

It has been added to AquaTT's accounts of video-sharing Vimeo: <https://vimeo.com/343693429> and YouTube https://www.youtube.com/watch?v=sQuA_pA49k and is promoted through the project's social media account (@SEAFOOD_TMRW).

The video was distributed to all project partners and stakeholders on 21 June 2019 and they were asked to share the video via their networks. The video was viewed 170 times in the first week (148 views on YouTube; 22 on Vimeo). It is hoped that the video will be well received and shared widely.

A screenshot of the video title card is below:



Screenshot of the SEAFOOD^{TOMORROW} video card

5. Conclusions

The SEAFOOD^{TOMORROW} video was developed following the EU's best practice guidelines for project dissemination and exploitation and project communication and is available on the project website under the link: <https://seafoodtomorrow.eu/media/>, as well as on YouTube (https://www.youtube.com/watch?v=sQuA_pA49k (includes subtitles in: Spanish, Portuguese, French, Italian, German, Dutch and Norwegian)), and Vimeo (<https://vimeo.com/343693429>).

The key objectives of the project have been conveyed, and the story line and informative and attractive video ensures that it is engaging and accessible to a broad range of users.

The video shows the importance of SEAFOOD^{TOMORROW} in addressing societal challenges and the impact of EC funded innovation actions in creating solutions. Through a combination of project website, hosting sites, and social media distribution will be effective in reaching the target audience (general public and consumers). It is anticipated that the video will contribute to the greater public awareness of the project, but also to the importance of bringing scientific research through to innovative solutions.

The video was launch on 21 June 2019 and will be promoted in the coming months and used at a variety of events (e.g. demonstration workshops Task 4.4 and final event) and will be used to establish links with other initiatives related to Blue Growth and Ocean Literacy projects.

An additional follow up video is planned for the final year of the project (expected in June 2020), to further highlight the innovative solutions that will be brought to market at the end of the project. The final video is expected to specifically target the different end users of the SEAFOOD^{TOMORROW} final products, such as industry representatives (rather than the general public and consumers), and is envisaged for use at seafood sector events.