

INtegrating Cybernated Innovation to Raise the scale of Circular Units Looping Allied Regions

Project INCIRCULAR (I3-2021-INV2a-MANU)
ID 101114988

D5.4 Promotional Videos

Deliverable number: 5.4
Due date: 31 Jul 2024
Nature¹: O
Dissemination Level²: PU
Work Package: WP5
Lead Beneficiary: UJA
Contributing Beneficiaries:

¹ R = Report, P = Prototype, D = Demonstrator, O = Other PU = Public

² 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)



Document information

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Legal disclaimer

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Promotional Videos

Two professional dissemination videos have been designed and produced to enhance the project's communication and dissemination efforts. This deliverable is crucial for effectively conveying the project's objectives, making the project's content understandable for the wider public and ensuring accessibility to knowledge to a diverse audience, including stakeholders, potential partners, and the general public.

The topics addressed by each video are:

Video 1: INCIRCULAR Project | Driving innovation in recycled plastics and circular economy.

URL: <https://www.youtube.com/watch?v=MOUbVGZq5w0>

Format: Real footage on the coordinator and partner's premises and voice over.

This video introduces the INCIRCULAR project with background information on the motivation of the project, the importance of the action and circular economy in plastics, characteristics and aims of the project, actions being implemented, participating regions, stakeholders and project results. The project includes information about partners, acknowledgement of the ERDF funds received and a disclaimer. The video ends with a call to action to follow the project on social media and the project website. This video is being used in all events and activities organised by INCIRCULAR or where the project is invited. It also takes a prominent place in our project website.

Video 2 – INCIRCULAR funding opportunity for SMEs in the plastics industry

URL: <https://www.youtube.com/watch?v=4N-YbxUDFS8>

Format: 2D Animation and voice over.

This video aims to inform companies and SMEs interested in the INCIRCULAR's open call, starting with a brief introduction of INCIRCULAR project and informing about the call:

- Aim of the open call
- Participating regions, number of grants and topics
- Call timing (opening date, closing date, communication of results, starting date for projects, projects max. duration)

This video has been used to introduce the call on the info day and has been disseminated through social media and partner's networks.

The development of the videos involved several key stages to ensure they effectively communicated the project's objectives and details of the open call.

Conceptualization, where the main themes and goals of each video were identified. This phase involved defining the target audience, the key messages to convey, and the desired tone and style to ensure the videos align with the project's overall communication strategy.

Writing the script for each video. The scripts were crafted to present clear and engaging information, incorporating essential details about the project and the open call. The writing process involved multiple drafts and revisions to refine the messaging and ensure it was both informative and accessible.

Storyboard, which served as a visual guide, outlining each scene and shot, including the accompanying narration and on-screen elements.

Production, which involved filming/producing graphics, editing, and adding any necessary visual effects, graphics, and animations. The final videos were then reviewed to ensure they met the project's quality standards and effectively conveyed the intended messages before being released for dissemination.

Videos can be accessed also from our project's website: <https://incircular-project.eu/>