



**MAthUP**

**D8.3: Short presentation video**

**WP 8, T 8.2**

**23 Errore. L'origine riferimento non è stata trovata., Errore. L'origine riferimento non è stata trovata. (M6)**

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## Technical References

Project Acronym	<b>MAtchUP</b>
Project Title	MAximizing the UPscaling and replication potential of high level urban transformation strategies - MAtchUP
Project Coordinator	Ernesto Faubel Ajuntamiento de Valencia efaubel@valencia.es
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Dissemination Level	PU
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Task	T 8.2 – Project identity
Lead beneficiary	23 (ICE)
Contributing beneficiary(ies)	-
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Version	Person	Partner	Date
V1.0	Veronica Meneghello	ICE	23 March 2018
V1.0	Costanza Caffo	ICE	23 March 2018
V1.1	Ernesto Faubel	VAL	27 March 2018



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### 0 Abstract

The current deliverable D8.3 - Short Presentation Video, presents the steps the project went through to devise, design, produce and distribute its first video.

**The video aims at presenting the manifold aspects of MAtchUP, the objectives, targets and impacts that the project will attain by implementing innovative technical solutions combined with a set of non-technical ones that will be integrated in the project cities and which can be replicated in other ones.**

It has been produced in complete accordance to the visual identity of the project, by respecting its colours, purpose and tone of voice. It will be distributed mainly through the project website, MAtchUP twitter and YouTube accounts.

The short presentation video has been developed and is being distributed by Fondazione iCons. It will be made available to the whole consortium to present MAtchUP at events, fairs, workshops, training sessions.

The release of the current report accomplished with the project work plan timing, M6.



## 1 Target

The Short presentation video has been produced at the release of the MAtchUP website on M6, to provide the project with an additional communication format enriching the project identity.

It is addressed to a wide range of stakeholders that play crucial roles in the achievement of MAtchUP objectives. It is mainly tailored from the citizens' point of view and with the parallel goal to involve policy makers, academia, industry and other Lighthouse projects.

**Due to the wide range of its target audience, an easy-to-understand and engaging format was crucial with a twofold objective: to let everyone be familiar with MAtchUP's mission and to invite them to be part of its community.**



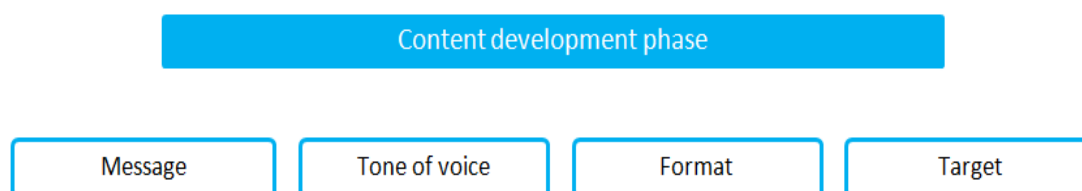
## 2 Description

The MAtchUP short presentation video is available on the project website and is distributed via the official social networks of the project and the partners' ones.

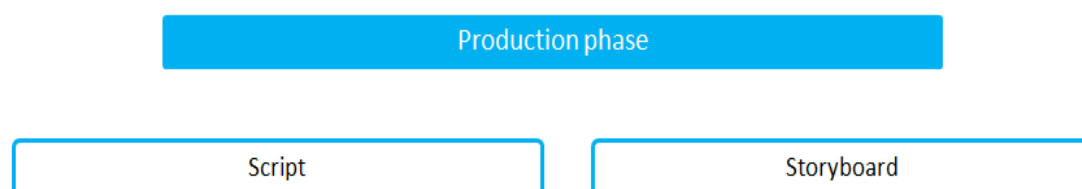
**The MAtchUP's payoff *An innovative palette of solution for your city* was the very starting point for the design of the project video and accompanies the viewers throughout all the video.** Indeed, both the script and the animations are totally based on bright colours with the aim to express innovation, change, redesign and with the final objective to give cities a new shape.

The production process followed for the MAtchUP video can be divided into four main phases aimed at maximising the impact potential of the contents featured in the video by adopting an impact-based approach, as outlined by the following tables: content development, production, release, distribution and monitoring.

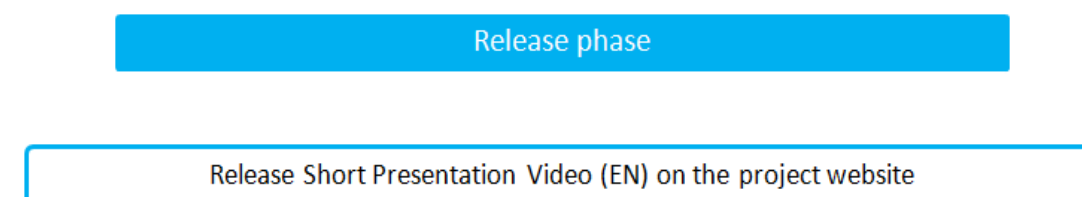
### Identity



### Production



### Release





### Distribution and monitoring

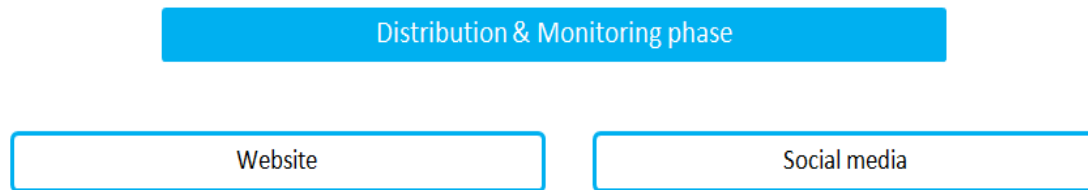


Figure 1 - MAtchUP short presentation video main phases

## 2.1 Content development

The content development phase represents the first step aimed at defining the identity of the video both in terms of visual elements as well as written, in line with the MAtchUP visual identity outlined in D8.1, Communication and Dissemination Plan.

To ensure coherence with the latter, **one of the main aspects addressed regarded the targets of the video**, which have been identified in the local citizen of lighthouse and follower cities as well as the policy makers, academia, industry and financial communities and have been addressed by making reference to the key communication messages of the project, suitable to facilitate the information transfer of more complex contents to a wider audience.

Another important aspect, which was addressed during this first phase, was **the identification of the video format to be adopted**: the web designed video format, which is approximately 1 minute and a half long and makes use of graphic elements and animations, fitted the purpose of creating a narrative about the project, its innovation potential and objectives. Moreover, this format is highly suitable for web and social media distribution, since the use of animations and the adoption of a simple tone of voice help to capture the attention of online audiences on the project technical aspects.

The definition of all these components, the messages, tone of voice, format and target were collected in an Abstract document and brought the video to the production phase.

## 2.2 Production

The production phase covered three main aspects: the development of the script of the video, the Storyboard and the design of animations accompanying the written narrative.

The following text represents the script of the MAtchUP short presentation video produced by Fondazione iCons and revised and approved by the coordinator.



*Should we wait to live in the future or can we create it ourselves?*

*Matchup is a EU smart city project which aims to transform cities.....  
and to improve the quality of our lives through innovation and new  
technologies.*

*28 partners in 8 different countries will join their forces  
together with citizens and numerous actors at local, national and  
European level*

*to develop smart cities' cutting-edge innovations for social inclusion,  
liveability and prosperity.*

*The three lighthouse cities of Valencia, Dresden and Antalya will lead this  
urban renovation towards smart and innovative solutions  
of energy efficiency, sustainable mobility and ICT integration.*

*Matchup solutions will save more than 4,000 tons of carbon emissions per year  
and improve energy efficiency by more than 45%.*

*What's more? Over 30% of the energy consumed will come from  
renewable sources.*

*The project will MATCH citizens' needs with smart solutions to re-paint  
their urban environment  
providing a model that follower cities will be able to adopt and replicate.*

*Let's step together into a greener, newer future.*

*Matchup. An innovative palette of solutions for your city.*

**Table 1 - MATCHUP short presentation video script**

In parallel with the production of the script, a Storyboard was produced to explain and visualise the correspondence between the script and the animations. The following image represents the Storyboard produced, with a brief explanation of the animation.



Scena	Script - Speakeraggio	Animation
1	Should we wait to live in the future or can we create it ourselves?	The video opens with the 3 circles of MAtchUP swinging from left to right as in the Pendulum of Newton. Then the circles stop and show the logo of MAtchUP. Next, 28 circles representing the 28 partners are displayed until a frame with citizens appears.
2	Matchup is a EU smart city project which aims to transform cities.....	
3	...and improve the quality of our lives through innovation and new technologies.	
4	28 partners in 8 different countries will join their forces...	The circles turns into a smart city with green energy and sustainable mobility details. Next, a lighthouse comes on the stage and projects the names of the three lighthouse cities.
5	... together with citizens and numerous actors at local, national and European level...	
6	...to develop smart cities cutting-edge innovations for people inclusion, livability and prosperity.	
7	The three lighthouse cities of Valencia, Dresden and Antalya will lead this urban renovation...	The scene changes and the 3 areas are now presented: the impacts mentioned in the script are represented with the animation of a car (for CO2 emissions), a lamp (for energy efficiency) and photovoltaic panels (for renewable energy).
8	...towards smart and innovative solutions of energy efficiency, sustainable mobility and ICT integration.	
9	Matchup solutions will save more than 4,000 tons of carbon emissions per year....	
10	...and improve energy efficiency by more than 45%.	The following frame is dedicated to the idea of repainting the cities linked to the project's payoff. Finally the follower cities are presented on a map of Europe together with the lighthouse cities. The video ends with a call-to-action for the broad public and a focus on the tagline of the project.
11	What's more? Over 30% of the energy consumed will come from renewable sources.	
12	The project will MATCH citizens' needs with smart solutions to re-paint their urban environment...	
13	...providing a model that follower cities will be able to adopt and replicate.	
14	Let's step together into a greener, newer future.	
15	Matchup. An innovative palette of solutions for your city.	

Figure 2- MAtchUPscript and explanation of the animation

## 2.3 Release

During the production phase, the script has been subject to several updates to ensure consistency of the messages conveyed as well as harmonisation of voiceover with the animations produced.

The released version (M6) is maximum 1'30" long with English voiceover. Further subtitles in the lighthouse and follower local languages will be eventually implemented by the Local D&C desks in charge of the local communication, if necessary.

## 2.4 Distribution and monitoring

The audio-visual strategy has been designed to support the impact of the Video Teaser towards online audiences. To this extent, an online distribution strategy has been implemented, making use of the following channels:



- **[MAchUP website](#)**: the video has been published on the project website homepage in full-screen mode, capturing the user attention, and in the Media Kit sub-section (Project section).
- **YouTube**: the **MAchUP account** will feature the MAchUP short presentation video and all the videos that the project will release during its life. The video will be also available in the [SCC01 Lighthouse YouTube channel](#).
- **[MAchUP Twitter account](#)**: the MAchUP short presentation video has been posted as a “pinned-tweet” on the account page and is frequently launched to keep the awareness on the project high. Moreover, it will be widely used in the framework of thematic social media campaigns (such as, the energy week #EUSEW18 on 4-8 June 2018, the European #mobilityweek on 16-22 September 2018)

The online distribution strategy adopted by Fondazione iCons to sustain the video outreach is combined with a monitoring methodology that is able to provide data upon the impact.



### **3 Impact**

To track the online impact of the video, Fondazione iCons applies an established methodology based on the use of leading tracking tools, including, Google Analytics, Twitter Analytics and Nuvi.

The video will be widely distributed and partners will be strongly encouraged to share it via their social networks, newsletters and any possible online channel as well as to show it during project presentations at fairs, conferences and workshops. Thus, the impact of the short presentation video is expected to grow over time.



## **4 Conclusion**

The MAtchUP audio-visual strategy has been designed to highlight the innovative aspect of the solutions and the engaging side of the project, with a simple but precise language and tone of voice. This strategy will be followed also in the production of future videos, which will be released along the project life.

