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SOS-ZEROPOL2030

D6.10 Communication toolkit (Project video)

Dissemination Level - Public

Author(s): Elisabeth Berglihn

Research Institute(s): GRID-Arendal

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Authors (alphabetical)	
Name	Organisation
Elisabeth Berglihn	GRID-Arendal

Acknowledgements/contributions (alphabetical)	
Name	Organisation
Abbas, Hasan	GRID-Arendal
van Doorn, Elena	GRID-Arendal
Kopke, Kathrin	UCC
Lameijer, Remco	GRID-Arendal
Maes, Thomas	GRID-Arendal
Polkinghorne, Olivia	GRID-Arendal
Rempel, Olivia	GRID-Arendal

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Executive Summary

This report completes the delivery of the SOS-ZEROPOL2030 project video. The project video is part of the communication project toolkit which includes the project logo, PowerPoint template for presentations, posters, flyers, and other communication products outlined in the project's Communication Strategy. The purpose of these products is to ensure that SOS-ZEROPOL2030 is a tangible brand with a visual identity that is used consistently by all project partners, and recognised throughout the EU.

1. Introduction

The project video Deliverable 6.10 is part of Work Package 6, Communication and Dissemination, Task 6.3 “A Library of branded, publishable materials to support project communication, exploitation and dissemination”.

The project video gives a short introduction to the SOS-ZEROPOL2030 project describing what the project is about and its main objectives. This product will enable the spread of this information to a wide audience and the project video will be posted on the project website and in the SOS-ZEROPOL2030 social media accounts.

2. Process of production of the project video

The initial timeline for this deliverable was readjusted in view of awaiting recruitment of a new staff member to GRID-Arendal, due to the need to bring onboard expertise on the project to get the work done at the level required. The original deadline was month 6 of the project (February 2023) and was readjusted to month 8 (April 2023) with approval from our appointed project officer.

The production of the project video has consisted of different tasks carried out by GRID-Arendal staff members including:

- planning and writing of the video script,
- conducting an interview about the SOS-ZEROPOL2030 project with the project coordinator Kathrin Kopke at the University College of Cork (UCC),
- animation of project logo and video text,
- creating a lower third template,
- choosing and adding B-roll,
- adding subtitles,
- recording and adding voice over,
- choosing and adding background music,
- adding logos, and
- cutting and editing the video continuously throughout the process.

The video script and drafts have gone through several rounds of internal review by GRID-Arendal staff members, as well as being shared with and reviewed by our UCC project coordinator Kathrin Kopke.

The video is a digital output and can be viewed on this link:

<https://youtu.be/S8kUZddZ1-Y>

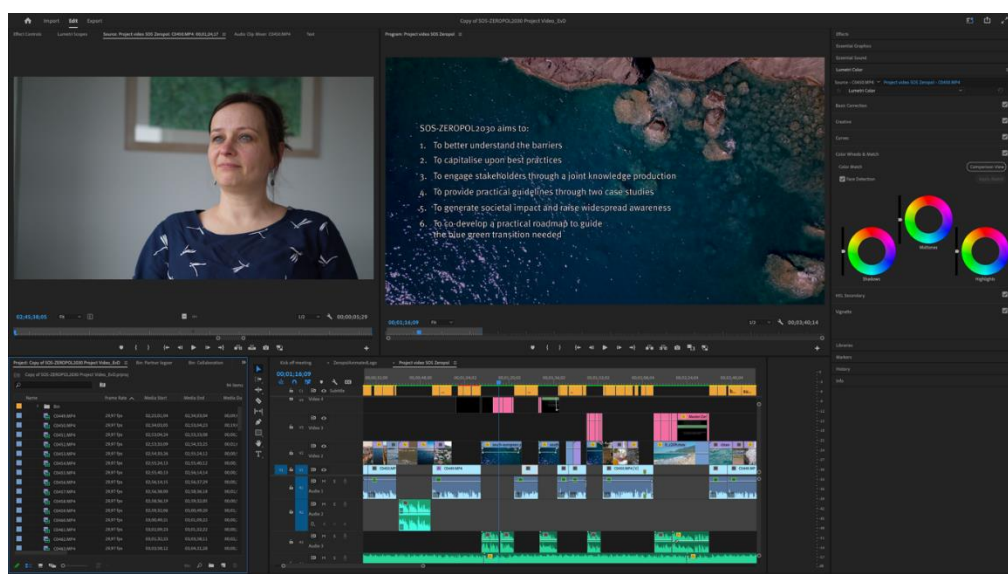


Figure 1: Editing of the project video