



# Sustainable Innovation of Microbiome Applications in the Food System

*Deliverable 8.3*

*Project Video*



© Luke/Tero Sivula



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 818431 (SIMBA). This output reflects only the author's view and the Research Executive Agency (REA) cannot be held responsible for any use that may be made of the information contained therein.

## Summary

The SIMBA project video (D8.3) is a promotional video, developed as part of T8.2: Portfolio of Communication Dissemination Resources and Tools. The aim of this portfolio is to create widespread awareness of the SIMBA project and its results amongst stakeholders. To support this aim, the specific goals of the video are to:

- Showcase the project to the general public and;
- Demonstrate the importance of microbial systems on our food system and their real impact on the life of Europe's citizens.

Conveying these messages in an accessible and creative fashion, the video serves as a dissemination tool for widespread awareness of SIMBA amongst the general public. Distributed through several channels (project website, video hosting sites and social media), the video can also be distributed at events and workshop to further promote the SIMBA project. Communicating the societal, environmental, and scientific impacts of the project, it is anticipated that the video will add to the project's legacy and expand its reach beyond the direct project stakeholders.

This deliverable report presents an overview of the development of D8.3 which is due for submission in April 2021 (M30).



## Deliverable 8.3

### Contents

Summary .....	1
1. Objective .....	3
2. Background .....	3
3. Methodology – Video Development.....	3
3.1 Storyboard Development.....	3
3.2 Supplier Selection .....	4
3.3 Video Development Process .....	4
4. Results & Discussion .....	4
4.1 Description of the Video .....	4
4.2 Dissemination of Video .....	6
5. Conclusion.....	7
6. Document Information .....	7
7. Appendix .....	9



## Deliverable 8.3

### 1. Objective

The objective of the project video is to showcase the SIMBA project to the general public, showing the importance of microbial systems on our food systems and their real impact on the life of Europe's citizens.

It will be widely distributed at project events and online via video sharing platforms, social media and the project website, in order to showcase the project and its innovative research. This will facilitate the effective communication of the project's aims and impact with all stakeholders, and in particular the general public.

### 2. Background

Communication, dissemination and exploitation of project results is very important within the SIMBA project and Work Package (WP) 8 is dedicated to this. Within WP8 lies Task 8.2 which aims to develop a portfolio of communication tools which can be used to facilitate communication, dissemination and promote widespread awareness of the SIMBA project and its results amongst stakeholders. As part of this portfolio of communications tools, it was decided at application stage that a project video (D8.3) would be developed to showcase the project to the general public. This video could be used throughout the remaining lifetime of the project and beyond to demonstrate the role microbiomes play in our food system and the impact research in this area will have on the life of European citizens.

### 3. Methodology – Video Development

#### 3.1 Storyboard Development

In order to establish the overall direction for the video and provide guidance to suppliers a storyboard was created for the video. This involved drafting a script and providing visual suggestions for each scene within the video. This was created by AquaTT and was reviewed internally to ensure the objectives of the video were met and that the information being communicated was accessible for an audience of 'non-experts'.




Point no.	Script	Image ideas	Images suggestions				
1	Our food systems need to keep up with the demand from a growing population.	<b>Image ideas</b> Could we have a globe or bigger / full map, where more people appear (to demonstrate a growing population. It could then zoom in on a family eating.		2	SIMBA is a European innovation project funded by the EU's Horizon 2020 funding programme.	Logo, EU flag, Acknowledgement	 <i>There is an EU acknowledgement in the brand guidelines that must be included.</i>
1.1	1.1 Microbes might hold some of the answers to how we can provide nutritious, affordable and delicious food for everyone.			3	SIMBA researchers and industry partners are working hard to find novel ways of using <b>microbiomes</b> from the land and sea to improve food production, security, quality and safety for all	Cartoon style researchers examining soil samples, growing crops, feed fish, examining fish farm, looking through microscope etc.	

Image 1. Screenshots from the SIMBA video storyboard.





## Deliverable 8.3

### 3.2 Supplier Selection

In line with best practice guidelines, AquaTT sought three quotes for the production of the video, to ensure fairness and maximise value in the production of this deliverable. Three suppliers were selected based on a review of their previous work, experience in producing similar ‘explainer’ videos and reputation. AquaTT contacted the following companies for quotes: Storywise, FastForward and Pix. The suppliers were provided with an initial brief which included an outline of requirements, storyboard, and SIMBA brand guidelines in order for them to provide a quote.

Based on their service offering, competitive pricing model and ability to deliver within the required timeline, Storywise was selected as the supplier for D8.3.

### 3.3 Video Development Process

After Storywise was selected as the supplier for the video, they conducted a review of the storyboard provided by AquaTT. As experts in this area, Storywise provided feedback on the length and flow of the video, making suggestions to the initial script. After the script had been refined further, it was sent to the SIMBA WP leaders for review and feedback before finalisation. Feedback from WP leaders was taken on board, the final script was returned to Storywise and a voiceover was recorded. Storywise recommended three voiceover artists for the video, and AquaTT made a selection based on pronunciation, tone and clarity.

Before completing the full video, the supplier sent AquaTT a sample video for review, to ensure the work was in line with the brief. After receiving sign-off from AquaTT, Storywise completed animation of the video.

After the video was fully animated and voiceover added, there was an iterative process between AquaTT and Storywise where feedback was provided on character style and specific scenes. The video was then fully finalised, and preparations were made for dissemination of the video.

Storywise received 50% of the payment up front and the remainder upon completion of the video.

## 4. Results & Discussion

### 4.1 Description of the Video

The final video is 2 minutes and 19 seconds long. It involves 18 distinct scenes that describe the SIMBA project goals, need for and benefits of SIMBA research, microbiomes and their impact on plant and aquatic life.

The video opens by explaining that increasing population growth has placed pressure on our food systems and that research into microbiome applications could provide solutions for this. The video then introduces the SIMBA project and provides a definition of microbiomes and examples of their



Deliverable 8.3

everyday functions. After this introduction, the video explores the work being done by SIMBA researchers around microbiomes in terrestrial and marine environments. It then concludes by highlighting the benefits of microbiome research for EU citizens and encouraging viewers to find out more about the SIMBA project on the project website.

In line with the EU Directive 2016/2102, on the accessibility of digital services, both subtitles and voiceover were included to improve the accessibility of the video to viewers with additional needs. These subtitles can be auto-translated into 300 different languages using YouTube's auto-translate functions. This was made possible, as AquaTT uploaded a timed version of the script in YouTube's background settings.



Image 2. Screenshot from opening of SIMBA video.



Images 3 & 4. Screenshots from SIMBA video explaining work being done by SIMBA researchers.



## Deliverable 8.3



*Image 5. Screenshot of final frame from SIMBA video, displaying project website address, grant agreement number and acknowledgement of funding.*

### 4.2 Dissemination of Video

The video was finalised on 19<sup>th</sup> April 2021 and is publicly available on the SIMBA project [website](#). A [news piece](#) to accompany the launch of the video was also added to the website.

It has been added to AquaTT's video-sharing accounts on [Vimeo](#) and [YouTube](#). The video was also promoted on the SIMBA Twitter account ([@SIMBAproject\\_EU](#)).

The video was distributed to all project partners and stakeholders on 27<sup>th</sup> April 2021. Partners were asked to share the video with their personal networks and on their institution's social media channels.

A series of GIFs containing key messages from the video were created by AquaTT to assist with promotion of the video. The GIFS were sent to project partners and can be used to promote the wider SIMBA project, as well as the video, both online and at project events.

A QR code that links directly to the SIMBA video on YouTube was also shared with partners. This code can be added to SIMBA dissemination material or displayed at stakeholder events and conferences so that stakeholders can gain quick and easy access to the video. This should further assist with dissemination of the project video.



*Image 6. QR Code that links directly to SIMBA video on YouTube*



## 5. Conclusion

The SIMBA 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, as well as on Vimeo and YouTube (for full links see Appendix).

The key objectives of the project have been conveyed, and the simple script and bright animation ensure that the video is engaging and accessible to a broad range of users.

The video shows the importance of the SIMBA project in addressing societal challenges and the impact of EC funded research 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 project stakeholders).

It is anticipated that the video will contribute to greater public awareness of the project and increase public awareness of how the EC funds scientific research and innovation. AquaTT will continue to promote the video across social media in the coming months to increase the reach of the video and further promote work being done by SIMBA researchers. The video can be shared by project partners at stakeholder events throughout the lifetime of the project, continually bringing SIMBA to new audiences by doing so. It is hoped that the video will continue to be shared and add to the legacy of the project after it ends.

## 6. Document Information

<b>EU Project</b>	<i>No 818431</i>	<b>Acronym</b>	SIMBA
<b>Full Title</b>	Sustainable Innovation of Microbiome Applications in the Food System		
<b>Project website</b>	www.simbaproject.eu		

<b>Deliverable</b>	<b>N°</b>	D8.3	<b>Title</b>	Video
<b>Work Package</b>	<b>N°</b>	8	<b>Title</b>	Communication, Dissemination and Exploitation of Results

Due date of deliverable:	M30
Submission date:	27/04/2021





Deliverable 8.3

Dissemination level:	PU <sup>1</sup>
Nature of deliverable:	R <sup>2</sup>

<b>Authors (Partner)</b>	AquaTT		
Responsible Author	Name	Marieke Reuver Sarah Sarsfield	Email <a href="mailto:Marieke@aquatt.ie">Marieke@aquatt.ie</a> <a href="mailto:Sarah@aquatt.ie">Sarah@aquatt.ie</a>

Version log			
Issue Date	Revision N°	Author	Change
27/04/2021	N/A	AquaTT	N/A
29/04/2021	1	Anne Pihlanto	Accept

<sup>1</sup>Dissemination level (DELETE ACCORDINGLY): **PU**: Public, **CO**: Confidential, only for members of the consortium (including the Commission Services), set out in Model Grant Agreement, **CL**: Classified, information as referred to in Commission Decision 2001/844/EC

<sup>2</sup> Nature of deliverable (DELETE ACCORDINGLY): **R**: Report, **DEM**: Demonstration, pilot, prototype, plan design, **DEC**: Website, patent filing, market studies, press & media, videos, **Other**: Software, technical diagram, etc., **Ethics**: Ethics deliverable



Deliverable 8.3

## 7. Appendix

### Links to the SIMBA project video online:

SIMBA website: <http://simbaproject.eu/media/#videos>

YouTube: <https://youtu.be/AY0hT-mdITw>

Vimeo: <https://vimeo.com/539607004>

### Links to the SIMBA project video support activities online:

GIFS: <http://simbaproject.eu/media/#videos>

QR Code: [https://simbaproject.eu/wp-content/uploads/2021/04/SIMBA-Project-Video\\_QR-Code-e1619019260234.png](https://simbaproject.eu/wp-content/uploads/2021/04/SIMBA-Project-Video_QR-Code-e1619019260234.png)

News article: <http://simbaproject.eu/release-of-the-simba-project-video/>

