

THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

HORIZON 2020

PROJECT DELIVERABLE REPORT

Deliverable 8.4: FF-IPM promotional video



Fruit Flies In-silico
Prevention & Management

FF•IPM

Project Title:

**In-silico boosted, pest prevention and off-season focused IPM against
new and emerging fruit flies ('OFF-Season' FF-IPM)**

SFS-2018-2

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Document Information

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1 Summary

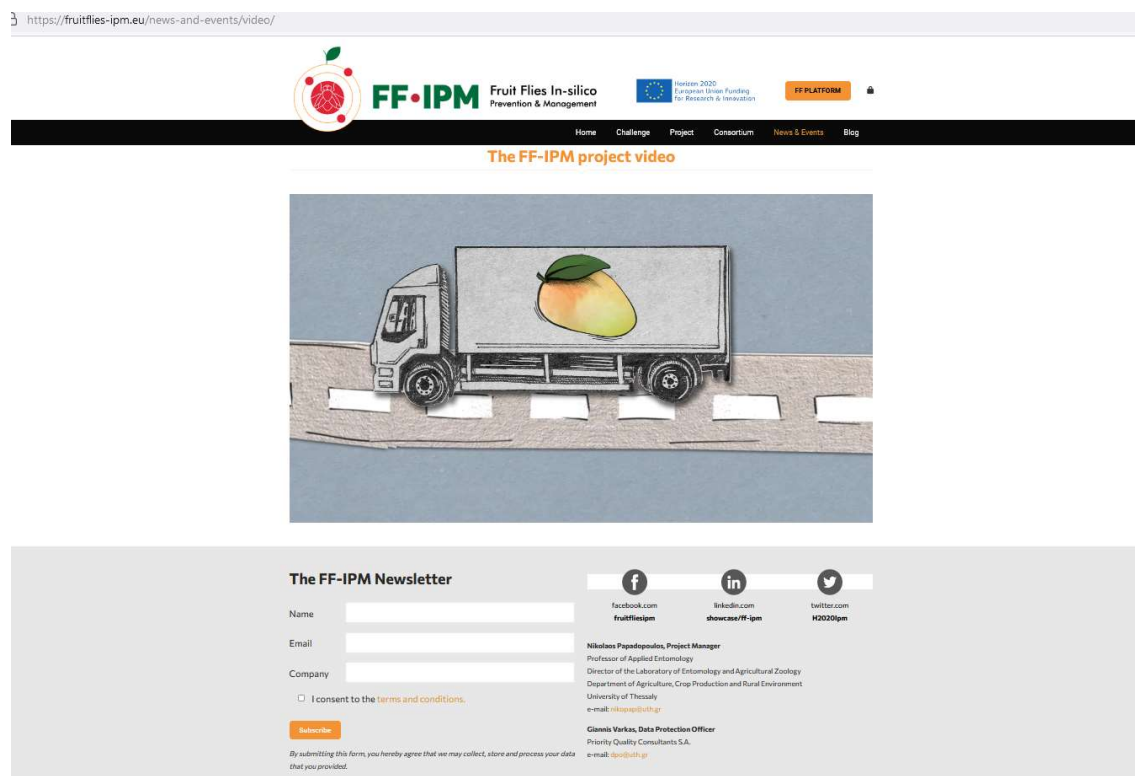
This present deliverable outlines the development of the FF-IPM promotional video under WP8 Dissemination, deliverable D8.4. To create awareness and achieve the objectives stated, the project's proposal has defined under the Task 8.4 the development of the FF-IPM project video. In this document, we provide an overview of its structure, along with screenshots of the deliverable.

A video is chosen as a mean of communication to visually bring the project key messages across and to illustrate the project's achievements. A video provides a highly scalable and cost-effective communication that can reach a wide audience and various stakeholders on the devices of their choice, in a simple and efficient manner.

The production of the video was planned to be delivered on M36, in view to use this tool for the further dissemination activities, with a strong focus on the project outcomes that would already be delivered in the previous months of the project's implementation, notably the e-NOSE etc, for further exploitation of results and products.

The FF-IPM video provides a powerful visual description of the project, its goals and the progress made so far. The video presents the same coordinated image and style of other communication materials realized – Website, Logo, Headed Paper template, PowerPoint Presentation template, Leaflet, Newsletter, etc.

The FF-IPM video is available at the **FF-IPM website** (<https://fruitflies-ipm.eu/news-and-events/video>) and will be shortly uploaded to the [youtube channel](#) of the project to start the dissemination campaigns.



The video development process and content are further described in the present deliverable.

2 Introduction

The animated project video is a captivating, versatile and informative communication tool. It has been tailor-made to showcase briefly and concisely the project on social media as well as during presentations and conferences. With a carefully drafted script, the video is a communication asset that can respond to the need of a broad array of stakeholders, from the general public to a more specified-scientific audience.

The ultimate goal is to produce dynamic, user-friendly and easy-to-understand content to enhance public awareness and promote the project's products, through a recognizable and strong visual identity based on the project's communication guidelines. Moreover, particular attention was put into the use of simplicity both in language as well as visual content.

Nowadays, video represents one of the most effective media for the dissemination by a large broad public of project's activities. The dissemination actions will be addressing a broad public, expert groups, communities, stakeholders, end-users, and they intend to build a particular community around the project.

Dissemination through the video aims at raising awareness (making the project's progress known) to reach awareness of the FF-IPM motivation about the relevant results achieved;

RNDO developed the video with the help of UTH and with the valuable cooperation of the partners.

The FF-IPM video is originally developed English language and will be translated additionally to other languages including Greek, Spanish and Italian with subtitles to be included in the video.

Hereafter, an overview of the video details is provided following its structure. The video brief outlined the following:

- | | |
|------------|--|
| Background | <ul style="list-style-type: none"> - FF-IPM project is a European Union-funded Horizon 2020 project - The aim is to produce a video that will introduce the project to a lay audience and promote the access programme that it offers - The video will be shared via the FF-IPM and partners' social media accounts (Twitter, Facebook, YouTube, LinkedIn etc). It will also be shown at events giving it even more exposure. |
| General | <ul style="list-style-type: none"> - Target audience: All respective stakeholders, general public and policy organisations - Format: Short video presentation - Length: around 3 minutes (shorter version for EL national TV) |
| Aesthetics | Tone: The script presented includes animation and sketching by hand drawing |

3 Communication strategy

As initially planned in the C&D strategy of the project, its main objective is to design a comprehensive set of communication material to raise awareness of the project and create a major long-lasting exposure for both internal and external audiences.

The concrete objective of the FF-IPM project's first video is to ensure that the general scope and objectives are presented to a wide range of stakeholders and general public in an easy-to-understand way by communicating the project and conveying its core messages through the use of a dynamic, attention-grabbing description of the actions, while at the same time conveying important contextual information that

adhere to the project visual identity and through selected animations. The use of the animations will help viewers to better understand the reach of the project and the main actions in a specific, effective way. Finally, the result was to offer a friendlier, immediate and dynamic approach.

This current video is designed to serve this objective, and thus aimed towards all target audiences of the project, as it will be easily communicated through all online channels and continuously shared, as well as use it in upcoming events where needed.

As the video was delivered at the same time that it was required to be submitted for reporting, uploading processes, dissemination actions and further analytic data and impact from the publicity and promotion of the video are not included to this report and will start in the following period. The next step following the production and submission of the video and the video will be shared on the project's social media channels and website to maximise its impact.

To guarantee that the video arrives to the desired targets, it will be disseminated through several platforms: Youtube, LinkedIn, Twitter, official website of the project, as well as on the different events and shows that the consortium partners are planning to attend.

As per Grant Agreement requirements, the video features a disclaimer on the EU funding received under Horizon 2020 framework and EU flag.

4 The Project Video

Since the video is aimed to provide information about project concept and main carried out work and project results, this information that was selected to be included was drafted in an easy and understandable manner.

The video starts with providing information about the problem of fruitflies and reviews main concept from the project's point of view explaining each stage of the process. As for the shooting process, several shoots were carried out at the UTH lab and on the field and BPI in order to provide a view on the lab.

The FF-IPM animated promotional video is structured to cover the following key topics:

Intro: Presents the FF-IPM project and gives the relevant information: Introduction/titles/funding sources | Title Fruit Flies – Prevention and management

Presentation of the problem | Fruit flies are the most common harmful pest in fruit and vegetables supply chain

Presentation of the solution | We are evolving monitoring strategies

Epilogue | Global synergy for fruit fly management and control

4.1. Duration, script and storyboard

In terms of length, the video is around 3 minutes. It is concise and strive to capture viewers' interest in the first part of the video where the problem is stated. Therefore, information is condensed down into easily digestible information long enough to maintain viewers' attention and pass the message.

In order to showcase FF-IPM objectives and goals, the video revolves around an understandable and informative script. Special attention has been paid to the development of the script, so that the video may provide a clear overview on the issues dealt within the project as a stand-alone asset on social media, at booths and stands, as well as during conferences.



The first step in creating the respective video was to develop a storyboard outlining a script, and ideas for how to visualise these concepts. The key messages from the project results and outputs were summarized and those ideas were incorporated in the final script.

The initial script drafted is described below:

FF-IPM logo / title and in the top left corner an EU flag , a mention that is a HORIZON2020 funded project .
Description of scene
A fruit fly lies on a fruit <i>[background is a global map created by fruits- "fruit-map"]</i>
Many fruit flies in different fruit create an opening scene like this +larvae <i>[background is a global map- "fruit-map"]</i>

1. Presentation of the problem Description of scene
Fruit flies are lying on a fruit (mango) and zoom out to see that is happening on the truck.
The container from the truck is transferred to a ship. The ship goes around the globe and stops ideally in Rotterdam, while this is running 1 message passes on the screen: <i>Fruit flies are a diverse challenge for 550,000 employees and around 1.4 million growers in EU</i>
From a central point, trucks deliver fruits and vegetables to different places: a supermarket, a restaurant, an open market, a hotel etc. Focus in the SM to see that many people are around the fruits.
Zoom inside a fruit to see a larvae moving/eating. Present the biological cycle of a fruit fly. At the end of the cycle female adults will go out of several places where different fruits are located in the SM Zoom out to see that in the same neighborhood are many different places selling fruits. Zoom in to a fruit in a open market to see a fruit fly laying eggs. While laying eggs present a title-message: <i>New tropical species enter EU and the current pest management tools are ineffective.</i>
Double scene: 1. A fruit in a kitchen (house). A child eating it and zoom in a larvae inside the fruit 2. A fruit in a kitchen (restaurant). A chef cutting fruits and zoom in a larvae around the fruits' pieces Sub-message: <i>EU loses 10 billion euros revenue from infected plants – 3 million tons of plants wasted</i>

A global map with **red** fruit flies flying around the world, except EU. Inside the EU some **blue or black fruit flies** are flying around. Then a couple of **red** fruit flies go to EU and they multiply rapidly. While this is running the key title-message is on screen:

- ***Due to climate change and global trade, tropical fruit flies, are transferred and established in new areas.***

A diagram showing increasing of insecticides' use. We may also use pictures of farmers spraying, labels from insecticides etc. While this is running the key title-message is on screen:

- ***Their spread affects directly fruit production in the EU by increasing the use of insecticides.***

A diagram showing increasing of prices. We may also use pictures of fruits, people buying fruits etc. While this is running the key title-message is on screen:

- ***The invasion of new fruit flies threatens the fruit production in Europe by increasing the production costs and consequently their purchase price paid by the consumers.***

2Presentation of the solution

Title FF-IPM project: We are evolving monitoring strategies

Description of scene

A girl close to a tree field examines some fruit.

Collecting and putting some of them in a special bag

Scientists on a stereoscope examining a fruit fly.

A scientist with "tools" in the field. They will install traps in different type of trees/orchards

- ***Holistic approach, in all stages of fruit production (OFF-Season)***
- ***Continuous monitoring for efficient solutions in the future***

A scientist with "e-nose tool" in the lab. Message:

- ***FF-IPM uses innovative tools to effectively measure and identify fruit fly presence***
- ***New, efficient tools***

After installing the traps growers and scientists are together discussing in the field.

Sub-message:

- ***FF-IPM aims 120.000 tons less pesticide and 1.2 tons less infected units of fruit in the coming years.***
- ***Innovative strategy against all pests threatening the fruit and vegetable industry in the EU***



Description of scene
<p>People carrying fruits around smiling and saluting each other, backpackers sharing fruits etc.</p> <p>Key messages to appear:</p> <ul style="list-style-type: none"> • 21 partners • 17 countries (EU, USA, Australia, China, Israel, South Africa) • 230 different stakeholders from 7 sectors, worldwide • University of Thessaly (Greece): Coordinator
<p>The video closes with fading in white with a photo pattern behind and the FF-IPM logo in the middle along with an EU flag, the HORIZON2020 mention etc. Closing motto: <i>Act for healthy fruits in a clean and secure environment</i></p>

Based on the review and feedback of partners changes were implemented to the initial script aiming to achieve the final result.

4.2 Type, style and references

The basic structure of the video is animated with hand drawing sketches, to present the project in an attractive, different and visual way, and to guarantee that all kind of targets are able to understand the project scope and objectives.

The video type chosen is animation graphics, with basic text messages as a major component. Animation was also merged with shooting parts of video from the field and the labs, presenting in both abstract ideas and simplifying a complex topic bringing it to every-day life situations in the field, to engage better the targeted audience.

The short text messages that appear also help viewers remember and retain information, and even integrate these concepts into their mindset about the issues and tools presented.

5 Channels

The video was, first of all, was shared internally with the aim to engage project partners for their review and approval. After the submission of the report to the funding agency, as mentioned above, it will be uploaded to YouTube and it will be publicly launched on social media to reach the audience via targeted campaigns. Moreover, it will be shared on the next issue of the newsletter, which will be launched early in 2023. The video will also be uploaded at the project's website.

The FF-IPM video will be available shortly (after the submission of the report) at the FF-IPM youtube channel found here: https://www.youtube.com/channel/UCmOq5Svpilo_PFSfo7_8toQ with title FF-IPM | Project Video

6 KPIs

No specific Key Performance Indicator (KPI) was established regarding videos views at the early stages of the project's implementation. Nevertheless, the video's visualisations and impact will be measured considering the number of people reached, via social media and YouTube channel campaigns that will start in the next period. The video produced is expected to reach more than 5000 views in the YouTube and



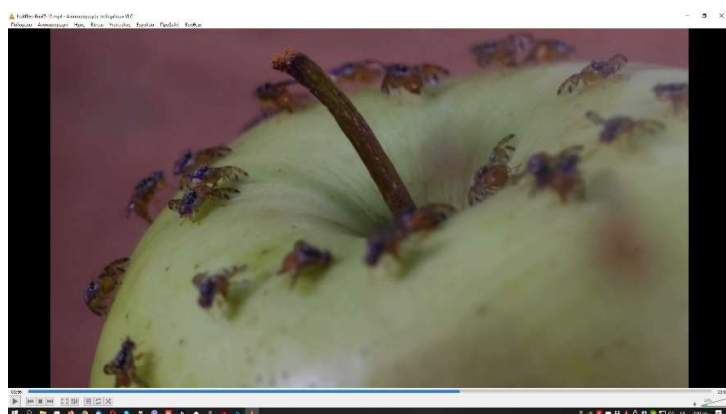
social media. This will be boosted by including links and calls to action to watch the videos on social media and on the project website. Further to that as the EL version (and shorter one) is intended to reach even the EL national TV it is expected to reach around 200K viewers.

Impact cannot be presented in the current document as the video was finalised at the time of submitting the report and the strategy for the videos broad dissemination and promotion will occur further on.

7 Screenshots from FF-IPM video

Below screenshots of some key scenes from the project video are displayed below:







8 Conclusion

This document detailed the deliverable “D8.4 FF-IPM promotional video” which is an important dissemination tool within Work Package 8 “Dissemination”. Throughout this report, a detailed description of the video design, contents, production and purpose were presented.

The FF-IPM video is available at the FF-IPM website (<https://fruitflies-ipm.eu/news-and-events/video>)

As the video was delivered at the same time that it was required to be submitted for reporting, uploading processes, dissemination actions and further analytic data and impact from the publicity and promotion of the video are not included to this report and will start in the following period. The next step following the production and submission of the video and the video will be shared on the project’s social media channels and website to maximise its impact. To guarantee that the video addresses to the desired targets, it will be disseminated through several platforms: Youtube, LinkedIn, Twitter, official website of the project, as well as on the different events and shows that the consortium partners are planning to attend.