



**URBAN GreenUP**

**D8.5: Short Project Video**

***WP 8 , T 8.2***

***30 November 2017***

***November , 2017 (M6)***



Authors: Elisabeth Schmid (IFO), Charlotte Michi (IFO)  
URBAN GreenUP  
SCC-02-2016-2017  
Innovation Action – GRANT AGREEMENT No. 730426

### Technical References

Project Acronym	<b>URBAN GreenUP</b>
Project Title	New Strategy for Re-Naturing Cities through Nature-Based Solutions – URBAN GreenUP
Project Coordinator	Raül Sànchez Fundación Cartif rausan@cartif.es
Project Duration	1 June 2017 – 31 May 2022 (60 Months)

Deliverable No.	D8.5
Dissemination Level	PU <sup>1</sup>
Work Package	WP 8 – Communication and Dissemination
Task	T 8.2 – Project Identity
Lead beneficiary	16 (IFO)
Contributing beneficiary(ies)	
Due date of deliverable	30 November 2017
Actual submission date	30 November 2017

<sup>1</sup> PU = Public

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)



### Copyright notices

©2017 URBAN GreenUP Consortium Partners. All rights reserved. URBAN GreenUP is a HORIZON2020 Project supported by the European Commission under contract No. 730426. For more information on the project, its partners and contributors, please see the URBAN GreenUP website ([www.urbangreenup.eu](http://www.urbangreenup.eu)). You are permitted to copy and distribute verbatim copies of this document, containing this copyright notice, but modifying this document is not allowed. All contents are reserved by default and may not be disclosed to third parties without the written consent of the URBAN GreenUP partners, except as mandated by the European Commission contract, for reviewing and dissemination purposes. All trademarks and other rights on third party products mentioned in this document are acknowledged and owned by the respective holders. The information contained in this document represents the views of URBAN GreenUP members as of the date they are published. The URBAN GreenUP consortium does not guarantee that any information contained herein is error-free, or up-to-date, nor makes warranties, express, implied, or statutory, by publishing this document.



**Versions**

Version	Person	Partner	Date
1	Charlotte Michi Elisabeth Schmid	IFO	30 November 2017



## Table of Content

0	Abstract.....	7
1	Production .....	8
2	Content Development .....	9
3	Video Script.....	10
4	Storyboard .....	11
5	Release.....	12
6	Distribution and Monitoring.....	13
6.1	Website and social media .....	13
6.2	Additional distribution channels.....	13
7	Conclusion .....	14
8	Annex I – Storyboard .....	15



## List of Figures

Figure 1 - URBAN GreenUP short project video production process.....	8
Figure 2 - URBAN GreenUP video style .....	11



## **0 Abstract**

The current report, D8.5 Short Project Video, is aimed at providing evidence about the URBAN GreenUP audio-visual approach implemented for the production of the Short Project Video. The video, as a communication product, is available on the URBAN GreenUP website and YouTube channel.

The storyline of the video has been developed to address the general public taking into account the distribution channels (online media) and key messages.

The audio-visual strategy of the project will also include four short additional web videos and a Video News Release for TV media distribution, which will be produced towards the end of the project.

The Short Project Video, as well as all audiovisual materials, will be produced in line with the visual identity of URBAN GreenUP.



## 1 Production

The Short Project Presentation Video has been produced to present the URBAN GreenUP project, the main topics, the solutions to face environmental and urban challenges, the cities involved, the impacts it will generate and a call to action to follow the project and become part of its community.

The production process followed for the URBAN GreenUP Project Presentation Video went through three main phases aimed at maximising the outreach potential of the contents featured in the video by adopting an impact-based approach, as outlined by the following image: content development, release, distribution and monitoring.

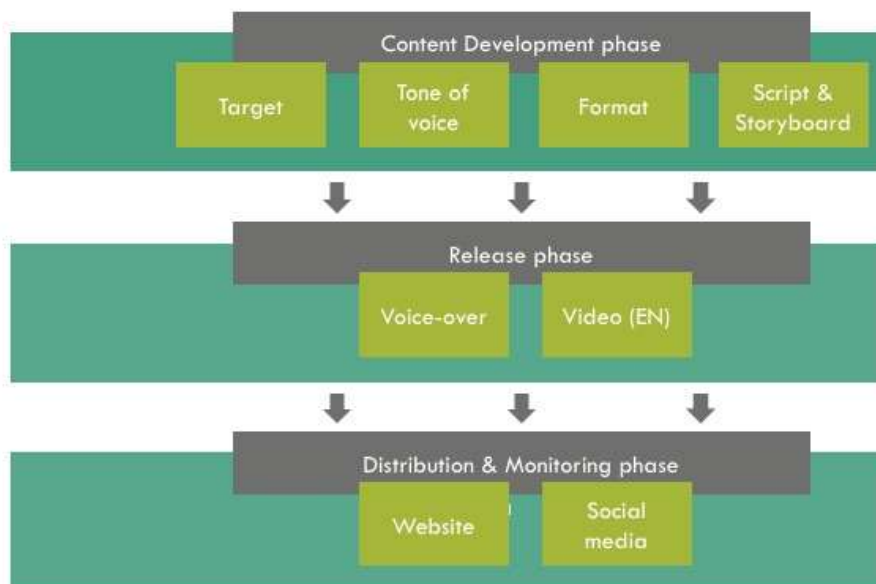


Figure 1 - URBAN GreenUP short project video production process



## 2 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 URBAN GreenUP visual identity outlined in D8.1, Definition of the project visual identity and guidelines. To ensure coherence with the latter, one of the main aspects addressed regarded the targets of the video, which have been identified in citizens, policy makers and industry and, in broader terms, society as a whole.

Another important aspect, which was addressed during this first phase, was the identification of the video format to be adopted. The designed video format, which is 1 and a half minute long and makes use of graphic elements and animations embedded in real footage, fitted the purpose of creating a narrative about the project and its innovation potential addressing the general public. Moreover, this format is highly suitable for web and social media distribution, since the use animations and the adoption of a simple tone of voice easily help to capture the attention of online audiences on the all the project's aspects.

The definition of all these components, the messages, tone of voice, format and target brought the video to its core phase: production.



### 3 Video Script

The Video Script represents the written narrative that has been produced aiming at providing an overview of the environmental and urban challenges, the nature-based solutions that will be implemented by the project, the benefits they bring to society.

The following text contains the video script, which has been used for producing the English voiceover.

*By 2050, more than 80% of the world population will live in urban areas.*

*Challenges related to heavy urbanization include poor air quality, warmer temperatures and higher flood risk thus, endangering us and the planet.*

*Is this the only future possible for our cities?*

*The EU-funded project URBAN GreenUP will provide a sustainable model for urban development using nature-based-solutions. By creating more green areas and infrastructures, and carrying out water interventions, cities become more livable and more resilient to climate change.*

*Nature-based solutions in the form of renaturing Urban Plans will be tailored, applied and validated across three front-runner cities. Along with five follower cities, the URBAN GreenUP model will have the potential to be replicated all over the world.*

*Whether you are a citizen, a public official or an entrepreneur, you can play a key role in bringing nature back into your city. You do not only improve your city's living conditions but also boost your local economy.*

*Want to join us? URBAN GreenUP is creating a Network of Cities interested in fighting against climate change through nature-based solutions.*

*Together we can build a better future, not only for our cities but also for the whole planet.*



## 4 Storyboard

In parallel with the production of the script, a storyboard was produced, combining the narrative created with the visual animations designed to represent the key concepts underneath the project and outlined in the story.

The storyboard presents a narrative about key critical issues related to heavy urbanization and outlines the approach that will be adopted by the URBAN GreenUP project and its impacts. The storyboard produced is included in Annex I. The image below provides an idea of the animation style of the video, combining both real footage (inspired by nature) and graphic animations.



Figure 2 - URBAN GreenUP video style

## 5 Release

During the content development phase, the script has been subject to several updates to ensure consistency between the messages conveyed and the animations of the solutions, as well as the harmonisation of voiceover with the latter.



## 6 Distribution and Monitoring

### 6.1 Website and social media

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

URBAN GreenUP website: the Video is published on the project website in the HomePage ([www.urbangreenup.eu](http://www.urbangreenup.eu)).

YouTube: a dedicated URBAN GreenUP Youtube channel has been launched to feature the URBAN GreenUP videos. The video is available at the following URBAN GreenUP YouTube channel: <https://www.youtube.com/channel/UCVN8vKhjFwtfs2QYLFqxMww>

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 on its impact (outreach and engagement). To this extent, the video is being shared on Twitter with the use of the dedicated project's hashtag defined as part of the project social media strategy (#URBANGreenUP) to align the content to the overall impact monitoring strategy.

### 6.2 Additional distribution channels

The URBAN GreenUP Short Project Video will also be used to introduce and present the project on different occasions, such as events, workshops, conferences, fairs. The URBAN GreenUP Short Project Video is fully integrated with the project identity and its communication kit including the following communication tools: flyers, roll-ups, posters, postcards, the project Power Point presentation, and other tools, which the project partners will easily use during their communication and dissemination actions.

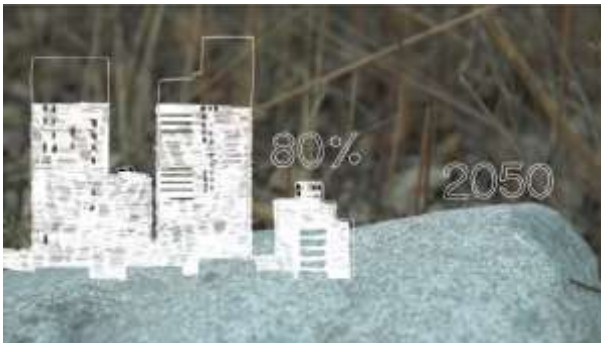


## 7 Conclusion

The URBAN GreenUP audio-visual strategy has been designed to highlight the main objectives of the project, its core focus (nature-based solutions) its expected impacts from the urban renaturing transformation process. This strategy has been followed for the production of the Short Project Video.



## 8 Annex I – Storyboard



By 2050 more than 70% of the world population will live in urban areas.



Challenges related to heavy urbanization include poor air quality,



warmer temperatures



and higher flood risk thus, endangering us and the planet.



Is this the only future possible for our cities?



The EU-funded project URBAN GreenUP



will provide a sustainable model for urban development using nature-based solutions.





By creating more green areas and infrastructures,



and carrying out water interventions, cities become more livable and more resilient to climate change.



Nature-based solutions in the form of renaturing Urban Plans will be tailored,



applied and validated across three front-runner cities. Along with five follower cities the URBAN GreenUP model will have the potential to be replicated all over the world.



Whether you are a citizen, a public official or an entrepreneur, you can play a key role in bringing nature back into your city. You do not only improve your city's living conditions but also boost your local economy.



Want to join us? URBAN GreenUP is creating a Network of Cities interested in fighting against climate change through nature-based solutions.



Together we can build a better future,  
not only for our cities  
but also for the whole planet.