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EUROPEAN COMMISSION

Innovation and Networks Executive Agency

Grant agreement no. 824441

Multi Utilities Smart Energy GRIDS

WP 8 – "Communication and Dissemination"
D8.3 – "MUSE GRIDS Promotional Video"

Due date of deliverable: **31/10/2019**
Actual submission date: **31/10/2019**

Organisation name of lead contractor for this deliverable: EASE

Dissemination Level		
CO	Confidential	
PU	Public	X

Project Contractual Details

Project Title	Multi Utilities Smart Energy GRIDS
Project Acronym	MUSE GRIDS
Grant Agreement No.	824441
Project Start Date	01-11-2018
Project End Date	31-10-2022
Duration	48 months
Supplementary notes:	
This document is only for use among the Partners of MUSE GRIDS	

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Introduction

MUSE GRIDS has produced a promotional video to showcase the project and explain it to the wider community.
An audiovisual asset is essential for the dissemination purposes of MUSE GRIDS. The main feature of the project is the fact that it is targeted at communities of people. However, the technical scope of its operations can place a barrier between the people in the communities involved in the project; it is therefore very important that the project, its actions, its limits and benefits can be easily conveyed in an explanatory manner, in order to reach the very same people the project is directed at.
A video is a product that can easily be shared and spread through the project's communication channels, reaching therefore not only the project stakeholders but also a wider audience. To this end, the product is narrated in English language. Different versions with subtitles in English, Flemish and Italian language will be produced at a later stage to increase the understanding from the local end-users.

View the video here.

1 Content

The video is a one-minute animation narrated in English language, and is a result of work in the areas of script and visual identity. The animation was commissioned to a video provider with experience in technical videos for EU-funded projects.

1.1 Script

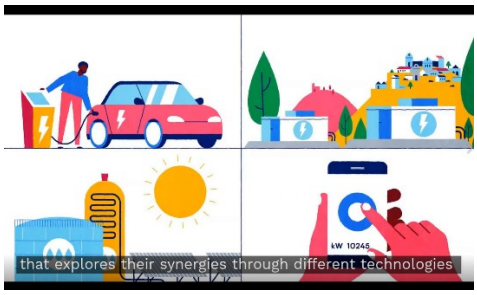
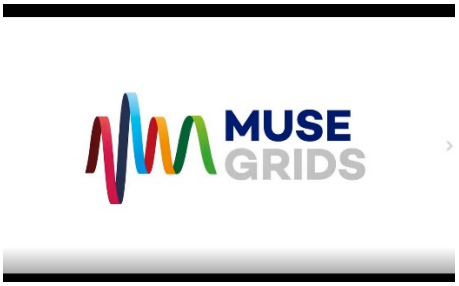
The one-minute script has a length of circa 150 words, which binds the style of speech to a synthetic and non-technical language.
The voice-over resulting from the text respects a punctuation and intonation that makes the content user-friendly, easily understandable by an audience with no technical background but enough interest in energy communities.

> *Energy grids allow to transfer energy produced in one point to where and when people need it. But not all places in the world are well connected to a grid. Isolated, weakly connected areas and islands need to pay very high prices for that, and often need to resort to independent generators which are highly polluting. MUSE GRIDS is a Horizon 2020 project that aims to help these areas through the creation of energy communities that allow people to manage the energy production according to their demand, interconnecting different energy networks (electricity, water, heating, gas, e-mobility) via a smart control system that explores their synergies through different technologies… and tools. MUSE GRIDS will demonstrate its features in two sites: Osimo, in Italy, and Oud-Heverlee, in Belgium. Later on, it will be replicated in Spain, Israel and India. They will be the inspiring MUSE for a replication of energy communities throughout Europe and the world showing that small actions can lead to great results.*

Frame 1.1: Text for video voice-over

Voice-over	Frame
Energy grids allow to transfer energy produced in one point, to where and when people need it	

But not all places in the world are well connected to a grid. Isolated, weakly connected areas and islands	
need to pay very high prices for that,	
and often need to resort to independent generators which are highly polluting.	
MUSE GRIDS is a Horizon 2020 project that aims to help these areas through the creation of energy communities	
that allow people to manage the energy production according to their demand, interconnecting different energy networks electricity, water, heating, gas, e-mobility…	

via a smart control system that explores their synergies through different technologies and tools.	
MUSE GRIDS will demonstrate its features in two sites: Osimo, in Italy, and Oud-Heverlee, in Belgium.	
Later on, it will be replicated in Spain, Israel and India.	
They will be the inspiring MUSE for a replication of energy communities throughout Europe and the world, showing that small actions can lead to great results.	
Project logo	

Partner logos	
EU disclaimer	

Table 1.1: Text and Frames of Deliverable 8.3

1.2 Visual Identity

The visual identity developed with the provider respected the colours of the logo and the graphic style of the communication material developed for the project.
There is a great focus on the people displayed in the video in order to highlight the concept of energy communities, as well as on a graphic display of concepts that are explained in the script. The technological concepts are easily illustrated thanks also to their definite and clear drawings.

Figures 1.1 and 1.2: Frames of visual identity of the video.

2 Conclusions

A communication plan will be drafted in order to promote the video to a full extent on Social Media, on the project website, and among partners. Social media managers of partners will be contacted in order to ask for a commitment in disseminating the video (through shares, retweets) in the following months.
The versions in Flemish and Italian will be shared with partners acting locally on the two demosites, and the possibility of producing subtitles in Spanish, Hebrew and Benghali will also be evaluated.