



RECLAIM

Refurbishment and re-manufacturing
of large industrial equipment

Introductory Video

D9.3

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Technical References

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Project Coordinator	HARMS & WENDE GMBH & CO KG
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¹ 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)

Document history

V	Date	Beneficiary	Author
1	09/01/2020	ESCI	Daria Kulemetieva
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Summary

This deliverable D9.3. is a video of 2 minutes 15 seconds, which explains the essence of the RECLAIM project, as well as its relevance and significance not only for the industry, but for the European economy at large. The video was produced at the early stage of the project (M4) to ensure maximum visibility of the project.

The video will be featured on the project website, shown at fairs, conferences or other relevant events and upon request. It will be posted on the social media channels of the project and when appropriate, RECLAIM partners will also promote this video via their corporate channels.

The video is accessible on the Youtube channel of the project under https://youtu.be/Wuy-qmNFB_Y.

Disclaimer

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1. Video concept

A series of short videos about demonstration sites will be produced during the course of the project. Present introductory video aims to be a teaser, which provides the general framework and basic information about the project, building general awareness about the project and its goals. By using a non-technical language, the video aims to reach various stakeholders and thus have a wide outreach.

The length of the video is kept below 2,5 minutes to ensure its maximum effectiveness. The final call to action of the video directs viewers to the project website (www.reclaim-project.eu), which has more detailed information about the project.

1.1. Video structure

The structure of the video is detailed below:

Time Code	Image	Message
00:00	Manufactured goods that are part of everyday life	Manufacturing plays an important role in everyone's life. Specific examples of manufactured goods.
00:13	Data, graphs	Manufacturing industry is also essential for innovation and economic growth in Europe.
00:20	Industrial equipment	Problem: A significant share of the European industrial equipment is approaching the end of its designed lifetime. Alternatives to simple disposal are needed if the industry is to remain competitive.
00:38	Industrial and business setting, people discussing solutions	Short presentation of RECLAIM project and its goals.
00:45	Interview with the project coordinator	Presentation of specific goals and expected results of the project.
01:33	Animated European map with icons of the	Short presentation of the pilot cases.





	industries and pilot cases	
01:47	Examples of industries	Transferability of the project solutions to other industries.
02:02	Project logo and website address	Call to action - follow us on social media and www.reclaim-project.eu .
02:10	EU flag and grant number	Information about the EU funding

Table 1 - Storyboard of the introductory video

1.2. Visual identity

All the graphic elements of the video, such as animations, captions and final credits are in line with the visual identity of the project, using the project colour palette and icons, which reinforces project recognition.



Figure 2 - Visual elements of the introductory video

1.3. Sound design

The video combines narration and quotes from the coordinator of the project. For the narration, a female European voice was selected. Additionally, the video includes subtitles, ensuring the video is inclusive and reaches those who watch the video muted.





There are two music tracks in the video. The first one transmits the need of action and the second one supports the positive outlook of the project and the video.

1.4. Video material

During the video production, ESCI interviewed the coordinator of the project on the premises of Harms&Wende in Hamburg. Parts of the footage from the interview day was used in the introductory video and parts will be used in the demo-site video, which will be produced at the later stage of the project.

Additionally, ESCI developed an animation, which presents the demo sites of the project and shows their geographical distribution.

The rest of the footage was selected and acquired from the envato platform to be able to transmit the message of the video in the most appealing way.

