



innoveas

The power of energy audits



D5.4 Project video

WP5, Subtask 5.2.9

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Technical References

Project Acronym	innoveas
Project Title	INNOVating the uptake of Energy Auditing Schemes for SMEs
Project Coordinator	Luisa Sileni Istituto per l'Istruzione Professionale dei Lavoratori Edili della Provincia di Bologna (IIPLE) Email: luisasileni@edili.com
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Task	Subtask 5.2.9
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Due date of deliverable	31 st January 2020
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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	27.01.2020	ESCI	Sabine Alexandre-Klein
2			
3			
4			





Summary

The innoveas project is an initiative promoted by 10 partners from 6 EU countries, to build and deliver a capacity building programme, aiming at addressing the major non-technical barriers that most often hamper the adoption the energy auditing practice, in particular among those actors, such as SMEs where such audits are not required by law.

The short and creative **introductory video** (D5.4) is using animation and clear call to actions aims to capture and keep the attention of target audiences – inciting their curiosity and driving them to stay informed about innoveas outputs. The film mixes footage, easy-to-understand informations and animations in professional HD broadcast standard. It serves as a vital introduction for innoveas audiences, a key feature of the website and for repeated exploitation at external events and various social media channels (Twitter, LinkedIn, YouTube). It addresses a wide range of audiences and increases awareness that energy efficiency is important. The video has been produced in English, and depending on the needs for exploitation may be re-voiced or subtitled into Italian, Spanish, Polish, German and Slovenian during the course of the project.





Disclaimer

This publication reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.





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The introductory video

Creation

The video has been created by ESCI. The video has used existing footage, acquired footage and created some animations in order to support the text statements. For this video, ESCI has used the standard procedure of professional video production. The production process was divided in five parts:

- i) **Conceptual phase:**
First, the concept of the video was produced in form of a written treatment and then discussed with the co-ordinator IIPLE. The concept indicated, that the final film would be less than 3 minutes long.
- ii) **Footage search**
For the bulk of video material, ESCI relied on using existing video footage. The innoveas partners were asked if they had suitable video material of their facilities that could be used for the innoveas video. In addition, stock footage libraries like envato.com were used to find and license additional video footage to tell the innoveas story.
- iii) **Animation:**
For the animation, the producer planned three animations in 2D.
- iv) **Editing + Finalising:**
On January 22th 2020, the video was edited based on the script and video material collected. The first edit of the film was approved by the coordinator in the same week. After the approval, the video material and music was licensed and a professional voice-over artist provided the final voice recording for the video.
- v) **Presentation + Adjustments:**
The video was launched on the innoveas-YouTube channel on 31st January 2020. And can be viewed on the following URL:

<https://youtu.be/-GEGYROR1OU>







D5.4 Project Video

01:42	<u>Innoveas: what we do (solution)</u>	Animated icons of 5 services	<ul style="list-style-type: none">-Analyze the barriers of SMEs to energy audits-Offer practical trainings- Highlight costs and savings of energy audits- Information on financial incentives-Create a network
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