



GENIALG

GENetic diversity exploitation for Innovative macro- ALGal biorefinery

Deliverable D7.5

Promotional Video for Seaweed Biorefinery

Planned delivery date (as in DoA): December 2018 (M24)

Actual submission date: June 2019 (M30)

Work Package: WP7

Work Package leader: AquaTT

Deliverable leader: AquaTT

Version: 1.0

Project co-funded by the European Commission within the Horizon 2020 Programme (2014 - 2020)	
Dissemination Level	
PU Public	PU
CI Classified, as referred to Commission Decision 2001/844/EC	
CO Confidential, only for members of the consortium (including the Commission Services)	

Research and Innovation action: GA no. 727892

Start date of the project: January 1st, 2017



Contents

Summary	3
Introduction.....	4
Objective	4
Rationale	4
Results	4
Planning.....	4
Storyboard.....	5
Final Video	6
Document Information.....	11
Annex 1.....	12
Storyboard.....	12



Summary

The objective of Deliverable 7.5 (Promotional Video for Seaweed Biorefinery) is to facilitate GENIALG's communication and dissemination actions by developing a video as part of a portfolio of communication material for the promotion and widespread awareness of the project and its achievements to a large audience over the course of the full project.

The GENIALG Promotional Video for Seaweed Biorefinery was produced to promote the GENIALG project, with a focus on the seaweed biorefinery concept. It is disseminated widely to raise awareness of the GENIALG project and the seaweed biorefinery concept, attract investments into the sector and promote new potential markets.

This deliverable report presents an overview of the Promotional Video. The Promotional Video was scheduled to be developed by M4 (December 2018), however it was agreed with the Project Manager that the due date would be extended to M30, June 2019 in order for the video to be launched to an extensive audience at the International Seaweed Symposium (ISS 2019) 28th April – 3rd May 2019.



Introduction

Objective

The objective of Deliverable 7.5 (Promotional Video for Seaweed Biorefinery) is to facilitate GENIALG’s communication and dissemination actions by developing a video as part of a portfolio of communication material for the promotion and widespread awareness of the project and its achievements to a large audience over the course of the full project.

Rationale

The function of the GENIALG Promotional Video for Seaweed Biorefinery is to facilitate promotion and widespread awareness of the project, its objectives and activities, through visual media to ensure effective communication. The GENIALG Promotional Video for Seaweed Biorefinery is disseminated widely to raise awareness, attract investments and promote new potential markets. It is intended to help partners communicate the project in layman’s terms in a consistent and efficient manner.

Results

Planning

Video producers were approached with a video brief and requested to provide a quotation. The company Ready Prod were chosen as they were reasonably priced and exhibited a very high quality of product.

The supplied video brief outlined the following:

Background	<p>GENIALG project:</p> <ul style="list-style-type: none"> • A European Union-funded Horizon 2020 project; • 19 partners, six countries; • January 2017 – December 2020 (48 months); • AquaTT is responsible for project dissemination, stakeholder engagement and knowledge transfer • Producing a video that will introduce the project to a lay audience and promote the project objectives, activities, partners, expected results and impacts • The video will be shared via the project website, @GENIALG, @AquaTT_Ireland and other partners’ social media accounts (i.e. Twitter, Facebook, YouTube, LinkedIn and Vimeo). It will also be shown at events giving it even more exposure
General	<ul style="list-style-type: none"> • Purpose: <ul style="list-style-type: none"> ○ To raise awareness of seaweed biorefineries; ○ Summarise the project objectives; ○ Why the project is important, expected results/impacts • Target audience: General public, scientific community and industrial stakeholders involved in seaweed cultivation, genetics and metabolomics, pharmaceuticals, nutraceuticals, organisations within the seaweed industry • Format: Short video presentation



	<ul style="list-style-type: none"> • Budget: Limited – it is important to demonstrate value for money • Length: No more than 2 minutes 30 seconds. 1 minute 30 seconds would be ideal
Concept	<ul style="list-style-type: none"> • Tone: It should be kept formal i.e. not too cartoonish etc. • Filming style: In consultation. Please follow this link to a page presenting different animation styles: https://breadnbeyond.com/articles/14-different-types-of-animated-explainer-videos/ • Preferred styles: <ul style="list-style-type: none"> ○ Animated video with music and text; ○ Animated video with voice over and text; ○ Animated video with real footage (which can be sourced and provided to you), music/voice over and text. • Idea: Short but comprehensive video with seven to eight slides. Slides stick around for a while to present the message and let it sync in. Animated style also containing static imagery/words, aiming for a balance of animated, clean and clear.
Storyboard	(see Annex 1 Table 1)

Storyboard

The first step in creating the video was to develop a storyboard outlining a script, and ideas for how to visualise these concepts (elaborating on the original video brief). The version of the script that was passed to the video producer is provided in Annex 1 Table 1. The storyboard was provided to the video producer in February 2019.



Final Video

Seaweed production and its applications have been proven to capture the imagination of the public. A short video has been developed with filmed footage to provide general information about the GENIALG project. The wider public is the target audience for the video and as such introduces the innovative concept of seaweed biorefineries as well as GENIALG'S work in this area. The video duration is three minutes and 41 seconds with the aim of introducing a complex issue, namely seaweeds and their applications, in a simple way. The video, both visuals and narrative, were developed with the input of the GENIALG coordinator CNRS and footage from the partnership.

Partners are asked to share the video with their networks and so we hope that it will be well received and shared amongst the GENIALG partners' networks. It is hoped the video will be adopted by the seaweed farmers and wider partnership for use in their existing outreach activities with local communities such as "Open Farming Days" and "Meet-the-scientists" for the general public within their localities and regions.

The video will be launched at the International Seaweed Symposium (ISS) in Jeju, Korea on 28th April – 3rd May 2019.

The video will be published on the GENIALG project website (www.genialgproject.eu) and will be added to AquaTT's accounts of video-sharing websites Vimeo (<https://bit.ly/2vpSVyV>) and YouTube (<https://bit.ly/2PxCXvK>).

Below are some snapshots from the Promotional Video:



Figure 1. Seaweed cultivation lines

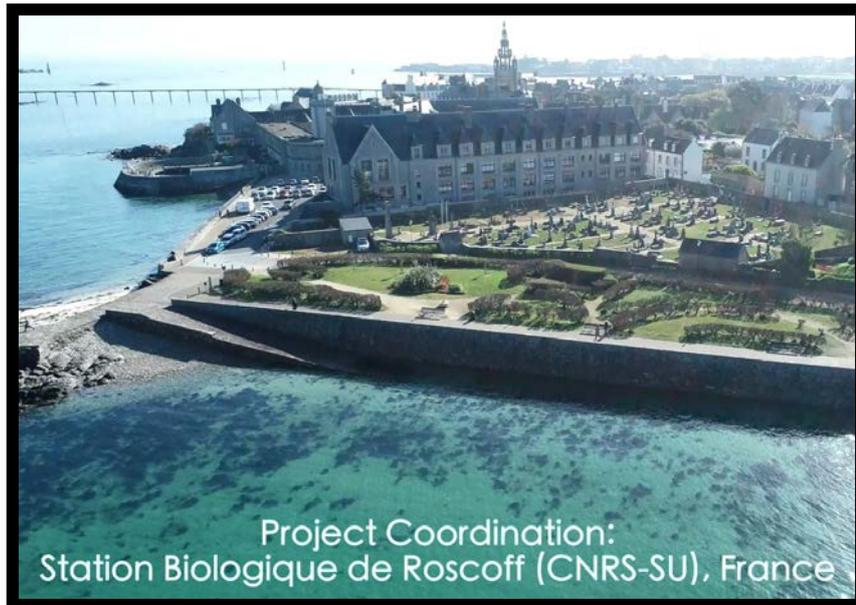


Figure 2. Location of Station Biologique de Roscoff, France



Figure 3. Seaweed harvesting



Figure 4. Seaweed processing



Figure 5. Seaweed study species Saccharina latissima



Figure 6. Seaweed study species Ulva rigida



Figure 7. Assessment of seaweed strains in the laboratory

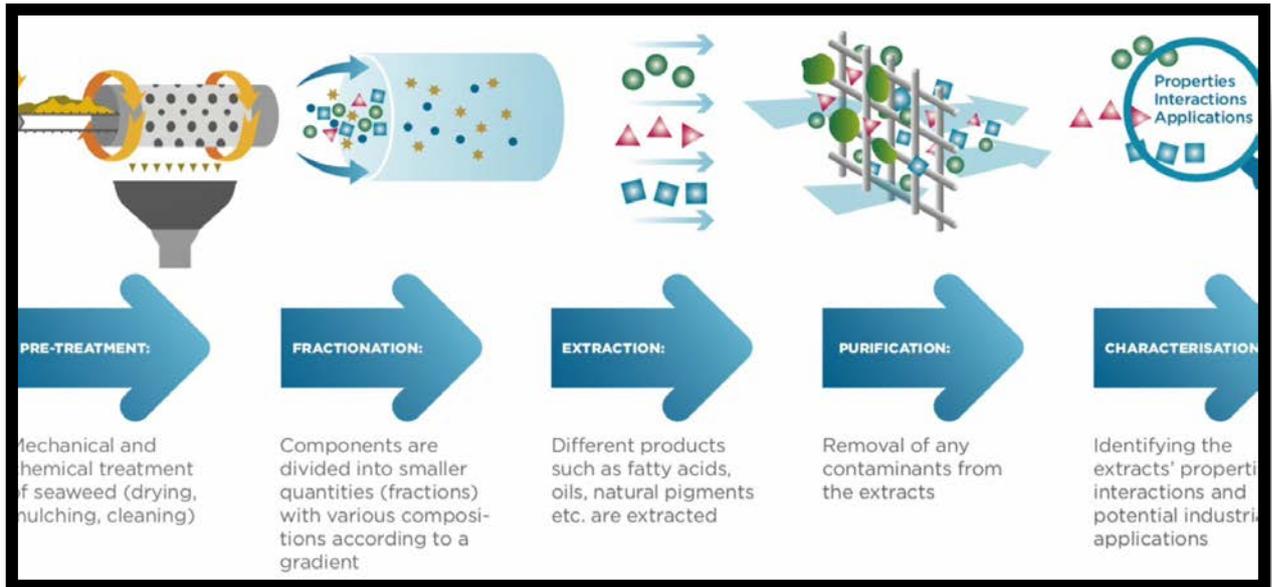


Figure 8. Steps of biorefinery process



Figure 9. Refined value-added seaweed products



Document Information

EU Project	<i>No 727892</i>	Acronym	GENIALG
Full Title	GENetic diversity exploitation for Innovative macro-ALGal biorefinery		
Project website	www.genialgproject.eu		

Deliverable	N°	D7.5	Title	Promotional Video for Seaweed Biorefinery
Work Package	N°	7	Title	Dissemination, Stakeholder Engagement, Knowledge Transfer, Outreach Capacity Building

Version log			
Issue Date	Revision N°	Author	Change
26/06/2019		Kevin Cascella, Avril Hanbidge, Marieke Reuver	First version



Annex 1

Storyboard

Table 2: Storyboard as provided to the video producer

Voiceover (with upbeat background music)	Visual
<p>Macroalgae, or seaweed, is an incredibly versatile resource (8)</p>	<p>Colour theme of GENIALG Images of brown, red and green seaweeds in clean water</p>
<p>It has long been used in traditional sectors such as food and agriculture, but more recently attention is being given to innovating the way the seaweed aquaculture industry works to break into new markets such as pharmaceuticals, nutraceuticals and many more (38)</p>	<p>Motion graphics of images/Animations of examples of pharmaceuticals e.g. medical drug bottles with + symbol on bottle/pills, nutraceuticals e.g. alternative medicine bottles/glucosamine/lysine and functional foods e.g. probiotic yoghurt/fortified cereals</p>
<p>In 2017, the GENIALG project was funded by the European Commission to respond to this opportunity. 19 partners in six countries will design solutions from a molecular level through to product development, to boost the European Blue Economy. GENIALG is the first industry-driven project with the ambition to facilitate access to these new markets. (52)</p>	<p>GENIALG logo linked with all stages of a value chain of seaweed cultivation through to market (could be animations or real images) and associated underwater seaweed images, industry icons, images of biorefineries</p>
<p>But there are complex challenges to growing and processing seaweeds on an industrial scale: high costs, low scale of production, low quality and successful refinement (25)</p>	<p>Pallets of seaweed/Lines of seaweed growing/harvesting; Quality approval icon/tick. Footage of biorefinery.</p>
<p>PHILIPPE POTIN interview: “Molecules from seaweed are incredibly important, and can be used in medicines, cosmetics and even textiles. There are huge opportunities here. However, until now, seaweed has been underexploited in Europe due to the challenges of expanding seaweed biomass production: costs need to be reduced, scales of production need to be increased, quality improved, and seaweed biomass needs to be successfully refined into multiple useful products. If these issues can be addressed, seaweed biomass production could become more economically and environmentally sustainable. As an example, current processing techniques result in over 60% of the seaweed being wasted. We need to find new processes to extract valuable products from this waste. GENIALG will do this by designing high-yielding seaweed cultivation systems: increasing production and sustainable exploitation of two high biomass yielding species of macroalgae:</p>	<p>Interview footage of Philippe. And/Or footage of processing of seaweeds. Filmed footage of the seaweed beds growing above and below water. Up close images of the seaweeds. Footage of partners holding seaweed and looking at it.</p>



<ul style="list-style-type: none"> • <i>Saccharina latissima</i> or sugar kelp • <i>Ulva rigida</i> or sea lettuce (142)” 	
<p>Researchers will investigate the genetics of different strains of these seaweeds in their localities and select the most resilient strains for cultivation across Europe, ensuring that the best strains are utilised in each case study area (15)</p>	<p>Filmed lab footage of genetically characterising and biobanking strains of seaweed, etc. Graphic of map of Europe highlighting cultivation areas of interest to GENIALG e.g. Norway, France and Portugal</p>
<p>Consultation with seaweed farmers and local communities will be carried out to explain how the cultivation and processing of seaweeds can be environmentally safe and socially accepted (27)</p>	<p>Footage/images of local communities etc. Drone footage showing clean seas around seaweed cultivation sites.</p>
<p>Researchers will also learn how to extract important molecules from seaweeds and market them to new industries.</p> <p>PI NYVALL interview: “Seaweed biorefinery is where seaweed is processed through different means to produce products of high value with multiple applications. In a biorefinery, seaweed can go through several steps: pre-treatment, fractionation, extraction, purification and characterisation of seaweed products. These final products could then be used for a vast number of applications, and possibly contribute to overcoming several of society’s needs, including improved food security, solutions to environmental challenges, as well as new medicines and nutrients for human health” (104)</p>	<p>Visual representation with motion graphics explaining what each term means i.e. Pre-treatment: mechanical, chemical treatment Fractionation: separation process- components are divided into smaller quantities (fractions) with various compositions according to a gradient Extraction: extracting different products such as fatty acids, oils, natural pigments etc. Purification: removal of any contaminants Characterisation: identifying the compounds and their potential industrial uses;</p> <p>Images of potential end product uses [To determine the best ones to show e.g. medicines; nutraceuticals; skin care?]</p>
<p>GENIALG is especially committed to ensuring that sustainability and environmental best practice are at the core of every step of GENIALG work. Best Practice protocols and processes will be developed for the cultivation, processing and marketing of seaweed products to highlight how development of this innovative industry can be carried out while ensuring the safety and conservation of our oceans, seas and marine resources.</p>	<p>Images of healthy seas, People working on the seas, perhaps highlight the words: BEST PRACTICE; ENVIRONMENTAL SECURITY; SUSTAINABILITY; CONSERVATION and OPTIMAL RESOURCE USE to show they are equal.</p>
<p>Follow the GENIALG Project on its exciting and Innovative journey. (10)</p>	<p>GENIALG logo at top, partner logos appear one by one. Partner logos fade out while GENIALG logo remains. “Find out more” text appears: FIND OUT MORE: www.genialgproject.eu Twitter @GENIALG_EU</p>



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