

WET HORIZONS

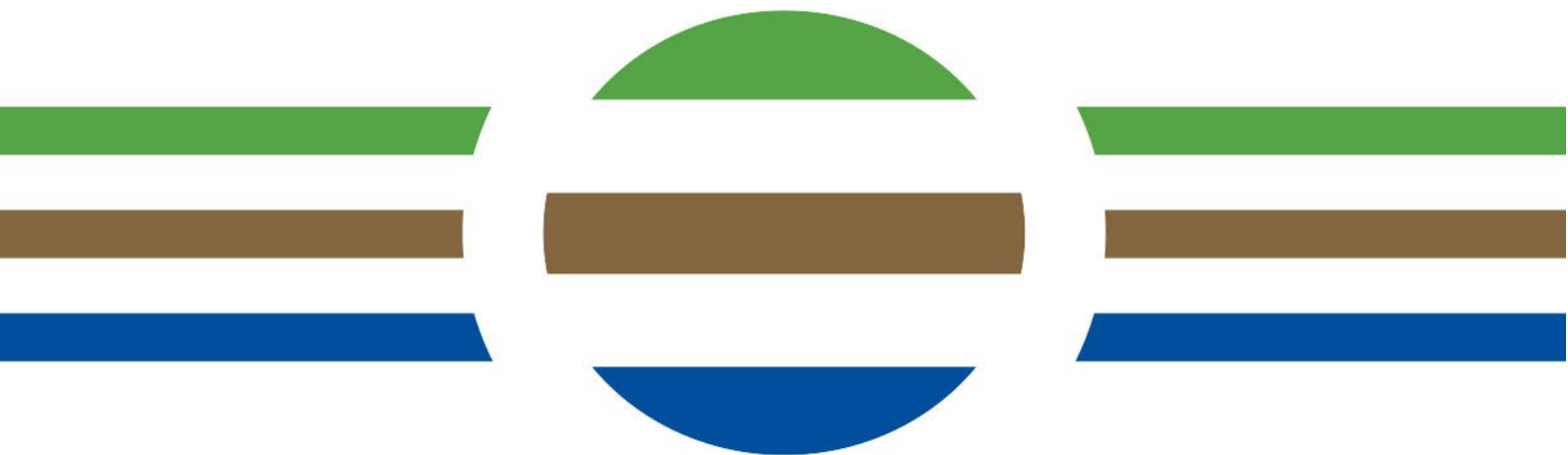
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D7.6 Introductory Video

27. February 2023



Technical references

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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)

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Summary

The project is expected to produce an introductory video in professional HD broadcast standard. This short, concise and creative introductory video will serve as a vital introduction for WET HORIZONS audiences. It was produced within the first six months of the project and will be integrated on the project's website and the various social media outlets (Twitter, LinkedIn, Instagram, Facebook and YouTube) and shared by the project partners.

The WET HORIZONS video is set up along the details of Task 7.4 (Communication Actions) described in work plan table of Annex 1 "Description of the Action" of the Grant Agreement.

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1 The WET HORIZONS Introductory Video

1.1 The video production process

The video has been created by ESCI. To explain the planning and implementation phase of the project and to introduce the EU wide distributed consortium, own footage and a logo animation have been produced for the video. Additionally existing footage of the partners and acquired footage were used. For this video, ESCI has used the standard procedure of professional video production. The production process was divided in five parts:

1.1.1 Conceptual phase

First, the concept of the video was produced in writing and discussed with the coordinator. Here, the producer provided the provisional voice-over text and suggested video footage. The concept indicated that the final film would be less than three minutes long.

1.1.2 Filmed interviews and footage

On 18. January 2023, project coordinator Prof. Shubiao Wu from Aarhus University (AU) and colleague and consortium member, Dr. Claudia Kalla Nielsen were interviewed in nearby Arhus wetland, Lille Vildmose in Denmark. A camera crew was on the ground to film Wu and Nielsen. Additional drone footage of Lille Vildmose was taken.

1.1.3 Footage search

In addition to using footage from the filmed interview, with the project partners from AU, ESCI relied on using existing video footage of wetlands and peatlands for B-roll and transitions between scenes. For this task, we asked and received from the WET HORIZONS partners suitable video material that was used for the introductory video.

Stock footage libraries like envato.com were used to find and license supplementary video footage to tell the WET HORIZONS story.

1.1.4 Animation

A logo animation at the beginning of the video and another one at the end – including the website link – frame the video.

1.1.5 Editing and finalising

In February 2023, the video was edited based on the script and video material collected. The first edit of the film was approved by the project partners interviewed for the introductory video. After their approval, the video material and music were licensed, and a professional voice-over artist provided the final voice recording for the video.



1.2 Presentation

The introductory video was launched at WET HORIZONS' website and promoted on the project's social media channels LinkedIn, Twitter, Facebook and Instagram on 28. February 2023. It is stored on the ESCI YouTube channel to profit from ESCI's followers. This ensures a greater reach as compared to starting from scratch with a new YouTube channel.

It can be viewed on the following URL:

<https://www.youtube.com/watch?v=wkNqYIOaHUA&t=5s>

