Deliverable D7.3

Video Introducing Project

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Project Acronym	PROSO
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Nature	Websites, patents filling, etc.
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Work Package	WP7
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Content

1. Introduction

The main objective of PROSO is to foster the involvement of society under the terms of Responsible Research and Innovation (RRI) in research and innovation systems in Europe. To this end, the Project will produce a policy and practice guide for advancing the use of inclusive participatory approaches in research and innovation processes. Guidance will be based on a comprehensive investigation in three domains (nanotechnology, food & health, and bio-economy). A range of open meetings and events will be organised to capture the insights and expertise of such actors as Third Sector institutions (or NGOs), policy makers and programme funders in science and technology, researchers, industry/businesses, and also citizens.

In the Project, dissemination activities have a very high relevance as a means to lower barriers to RRI implementation through awareness-raising, the sharing of experiences and the improvement of transparency with regard to RRI activities. In this sense, dissemination activities have the following objectives:

Objective (1): Maximise the overall impact of the Project, ensuring high level of effectiveness, reach and scope of dissemination and exploitation.

Objective (2): Provide pertinent information on project goals, processes and results to the primary target groups of third sector organisations and citizens, as well as stakeholders such as researchers, research fund programme managers and policy-makers.

Objective (3): Contribute to the successful development of project events and tasks such as the planned workshops, panels and conferences

The information and communication materials to be developed include a "short animated video, presenting the project objectives, partners and research sites for dissemination purposes". The video uses the same branding as developed in task 7.4, and follows the guidelines provided in the Dissemination and Communication Plan (Deliverable 7.1).

2. Subcontracting process

As the partnership lacked the expertise to develop the video themselves, the service was subcontracted to an external entity. To this end, task leader - Sociedade Portuguesa de Inovação – launched a tender to choose a reliable professional multimedia company willing to engage in developing the video under the scope of Horizon 2020.

A decision was therefore made to release a call for tenders in order to receive competing proposals on the video and achieve best value-for-money.

The services to be provided was the production of **One Short Animated ("motion graphics") Project Video, with no less than two minutes duration**, for the purpose of maximizing Project goals and related contents. The video would provide the following key messages or content:

- o Framing of the Responsible Research and Innovation concept – "what it means for Society".
- o Exemplification of adverse impacts and need for society's input.
- o Presentation of expected results.
- o Call-outs to the Project website or Project event.
- o Consortium logos.

The Call was initially made on 23rd on February 2016 by email to three companies. However, there was no response whatsoever. A new call was made (March 1st) to four new companies (Lobo Mau, NS Projects, Imagemplus, and UmSegundoFilmes). There was only one timely response from the Porto-based company UmSegundoFilmes. On March 8th their proposal was accepted and work began immediately.

3. Production process

A first meeting between SPI and the producing company decided the contents and structure of the video. The ensuing process took a collaborative and iterative approach. All the partnership was summoned to participate and give feedback to the different versions of the video, under the coordination of SPI. There were a total of 8 changes to the script and animation. Dialogik and Surrey participated heavily on script preparation. Surrey kindly provided the narration of the video (Emily Porth).

4. Final result

The several iterations resulted in the following script, universally agreed by all. The script has a simple but accurate nature to allow non-research actors to understand project justification, its goals and some of the activities that will be organised therein. This script was used in the final version.

ANIMATION	NARRATION
− Background/main colour: orange instead of blue (PROSO's visual identity: see brochure and poster) − 1st frame: Introduce project name and logo: "PROSO – Promoting Societal Engagement under the Terms of Responsible Research and Innovation (RRI)" − EU + H2020 logos	−
− Show Darwinist evolution until rocket	− "Humans have the ability to change our environment in ways that are unprecedented, from altering ecosystems and the Earth's climate at the global scale, to shaping the building blocks of life itself".

- Diverse society - Representations of Sustainability / Global Health	"As a society we continue to face great challenges: from healthy ageing to sustainability, from poverty to food security".
- Scientists in the ivory tower working. - Some elements: - DNA cells, - Tall wheat, - Sustainable materials - Syringe N_2 (g) + 3 H_2 (g) = 2 NH_3 (g) + energy - Show innovations coming out of the tower on a conveyor belt. - Citizens pick-up some of the objects –citizens put something into them, or they change their colour. - Some objects are not collected and are discharged into the ground accumulated with other objects previously invented. - Show a couple of scientists (both male and female) talking with citizens. The door of the ivory tower that is visible is open. - Boxes change to "Real problems" - some citizens have a package, some not. The people that have no package have an interrogation mark - Illustrations of - Obesity - Climate change	Research and innovation may be able to find solutions to these challenges, but they could create other problems at the same time. There are also many different perspectives on what are the best solutions to complex problems like nutrition and obesity, infectious diseases, resource scarcity and climate change".
- Scientists tries to lift the word "responsibility". "Responsibility" transforms to "Co-responsibility", and is easily lifted by people with different skills and backgrounds (engineers, politicians, farmers, businessman, etc.), different size, color and age.	"Scientists and innovators should be encouraged to take responsibility for the futures they help shape". "But responsibility is not individual. We are all responsible for finding collective ways to take care of ourselves, other beings, and the places where we live".
- A biodiverse planet ensues. - Which changes to a round table. - Key words in the table: - Sustainable Processes - Effective Pharmaceuticals, - Healthy Food, - Biodiversity, - Renewable Energy. and: - Critical thinking	"These are all powerful arguments for a concept called 'Responsible Research and Innovation', which is the process of applying scientific methods to find solutions to complex problems. - It especially involves getting input from the people who are affected, the people who have an interest in or hold knowledge for solving these problems". "It is about thinking critically, making informed decisions, and thinking about the consequences from the very beginning".
- Pan to EU – universities, business organisations, industry association - Highlight "PROSO" in the middle.	"Several partners across Europe will examine how citizens and organisations like NGOs can contribute to shaping research and innovation. - This project is called PROSO: "Promoting societal engagement under the terms of responsible research and innovation".
- Show the links between them: NGO, policy makers, science funders, researchers, industry and citizens. - Show discussions	- PROSO will carry out in depth analysis and a range of events to capture the views of NGOs, policy makers, researchers, and citizens. "The aim is to explore what holds people back from participating in research, and what could encourage them to contribute.
Show the book being "built"	"The insights will be condensed into a Policy and Practice Guide to support research and innovation that has responsibility at its core".
- Show citizens inside the Lab and possibly the open doors of the ivory tower. - Close with - proso-project.eu, or - PROSO event(s) - Consortium logos.	"Jointly discussing common problems and solutions will hopefully help to create the kind of world and future we all want to share".

The following screen captures show some of the colours and drawings used in the final version.

PROSO

Cliente: PROSO
Agência: SPI - Sociedade Portuguesa de Inovação
Projecto: Explainer Vídeo
Suporte: Internet

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The final version in High Definition is available in the following link:
http://web.spi.pt/downloads/PROSO.zip to be used by the partners in their dissemination attempts.
The video will be lodged in the project website, as soon as it is complete.

5. Video dissemination

The video will be broadly disseminated to the target audience and stakeholders.

The channels to disseminate the video will be PROSO's website (www.proso-project.eu), as a direct link and a downloadable file, on Youtube (https://youtu.be/x8OT1KGe-eY; PROSO-Project), and on twitter (@proso_eu). Targeted emails will be also be disseminated to main stakeholders and representatives of the target audience.

Furthermore, a High Definition version will be kept in SPI's archives to be used in the events planned for the duration of the project:

- Expert workshop "Contemporary experiences with RRI";
- Expert workshop on innovative paths for citizen engagement;
- Expert workshop on new policy/ governance;
- Feedback and Impulse Conference on "Responsible Research and Innovation: how to facilitate societal engagement?";
- Citizen Panels.

The final conference will use an additional video, to be produced at later stages of the project to illustrate its results.