



D10.9 – VIDEO

WP10 – Impact Creation,
Dissemination and Exploitation



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ABSTRACT	This deliverable serves as a complementary report to the aqua3S video produced, providing readers with an overview of all the steps of the aqua3S video development process, from the rationale and script of the video to the stakeholders that will be reached through this new digital tool.		

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ABBREVIATIONS/ACRONYMS

RRI Responsible Research and Innovation

1. Executive summary

The deliverable D10.9 ‘Video’ is developed within the Work Package WP10 ‘Impact Creation, Dissemination and Exploitation’ that is focused on ensuring and maximising the visibility of the project results, connecting with influential stakeholders, and facilitating the market uptake of aqua3S products and services. In this context, a dedicated project video has been developed as a powerful digital dissemination tool for the project, presenting a compelling story of the challenges that the aqua3S project addresses, its objectives, actions and expected results.

This document, in particular, aims to give an overview of all the steps of the aqua3S video development process. After the introduction on this deliverable’s purpose, Chapter 3 offers us a complete picture of the video development process, starting from the concept and rationale behind the development of the video script, as presented in chapter 3.1, the video script adopted and followed for the development of the video, featured in chapter 3.2 and the actual realisation of the video script with visuals from the video, presented into detail in Chapter 3.3.

Following this, Chapter 4 focuses on which target audiences the video will manage to reach through its wide dissemination and how the video will be used and disseminated across the different channels. The deliverable closes with Chapter 5 that summarises all the key points presented in the previous chapters, giving us a quick glimpse of the deliverable’s main conclusions around the importance of the project’s video, its use and dissemination, as well as the target audiences intended to be reached.

2. Introduction

To build up the success of the aqua3S project and ensure the sustainability of aqua3S results in the long run, a range of communication tools and channels need to be used.

The aqua3S project has defined three main types of dissemination actions that are being implemented: Print dissemination, face to face and digital dissemination. With regards to the digital dissemination of the project, this deliverable introduces us to the development of the project video as an effective, engaging, and impactful digital tool that aims to strengthen the project's dissemination efforts and enhance the online visibility of the project across a range of means.

The aim of this deliverable is to give a complete picture of the video development process, starting from the rationale behind the video script developed and followed and continuing with the target audiences of the video and how it will be disseminated across different channels and networks. The chapters and sections of this deliverable are outlined in detail in the list below:

- Chapter 3: Video Script Development
 - Rationale of the video script
 - Video script
 - Realisation of the video script
- Chapter 4: Video Use and Dissemination
- Chapter 5: Conclusions

3. Video Script Development

The development process of the aqua3S video included several steps and this chapter aims to guide us through them, providing clarity behind the rationale of the video script, featuring the exact video script followed by the producers, while offering us a glimpse of the actual implementation of the script through a series of clips from the video developed.

3.1 Rationale of the video script

Exposure of citizens to potential disasters has led to vulnerable societies that require risk reduction measures. Drinking water is one of the main risk sources when its safety and security are not ensured.

This is where the aqua3S project steps in to combine novel technologies in water safety and security, aiming to standardize existing sensor technologies complemented by state-of-the-art detection mechanisms.

Within this framework, the video script of the aqua3S project had to revolve around three main storytelling pillars:

- The first one has to do with the **environmental problem** that aqua3S project targets, the potential disasters and the water-related issues that can end up being a serious source of risk for citizens. In this first pillar of the story, the focus is on how societies can become vulnerable due to a water-related disaster and how although there are many technologies available that can detect these risks, they are not successfully integrated into the existing water networks and in crisis management procedures.
- The second pillar of the storytelling highlights **the emerging solution** and the fact that this exact gap that exists between the risks and available technologies, comes to be filled by the aqua3S project that combines novel technologies in water security with the aim to standardise existing sensor technologies and propose strategies, methods and procedures that will help water facilities to easily integrate solutions regarding water safety and security. In this part, the ways that aqua3S project will achieve its objectives are highlighted.
- The third and final part of the aqua3S video storytelling points out **the overall impact** that the aqua3S project is expected to have by presenting the expected results of the project and offering further information on the exact locations that the project will be implemented.

With these three pillars, we are moving from an existing environmental challenge to the aqua3S project solution and to the sustainability of this solution, creating a visually attractive story that is easily understandable for the wide audience but also remains very much informative, providing concrete information on the types of innovation that the project will bring forward, its results etc. Overall, the story aims to spark the attention of all the target audiences of the project, and thus it will be presented in a concise, digestible, and visually appealing format.

3.2 Video Script

The development process of the aqua3S video script actively involved the end-users of our project's consortium to ensure that the video produced would be interesting and appealing to technical and non-technical audiences. After the unanimous acceptance and approval of the video script by all partners, the script was sent to the video producers to proceed with the development of the actual video. The text below features the exact script adopted by the aqua3S consortium.

Have you ever thought what makes our societies vulnerable?

Every day, citizens are exposed to potential disasters and water-related issues can turn out to be a critical source of risk. Technologies focused on detecting dangerous events in water do exist but there is a real gap on how we can integrate them in the existing water networks and in crisis management procedures.

To fill this gap, the aqua3S H2020-funded project, composed by a consortium of 23 partners of different expertise, led by CERTH, Greece, steps in to combine novel technologies in water security with the aim to standardise existing sensor technologies and propose strategies, methods and procedures that will help water facilities to easily integrate solutions regarding water safety and security.

How will they achieve this? Through

- Sensor networks that are deployed in water supply networks and sources, supported by complex sensors for enhanced detection.
- Sensor measurements supported by videos from Unmanned Aerial Vehicles (UAVs), satellite images and social media observations from citizens that report water related events in their area.
- End users testing each prototype of the system with live demonstrations in order to propose enhancements for the final aqua3S platform.

In fact, aqua3S aims at creating standardized methods and strategies for all relevant stakeholders by foreseeing the improvement of innovation capacity and integration of new knowledge in five main areas of innovation:

- Innovation in substance detection in water.
- Innovation in data acquisition from UAVs and earth observation.
- Innovation in social media monitoring.
- Innovation in algorithms for threat detection and localisation in the existing water distribution networks.
- Innovation in crisis management modelling for enhanced preparedness.

Overall, the project will actively promote standardisation in the water sector and aqua3S innovative solutions will provide water facilities and responsible authorities with strategies and methods whose adoption will lead to easily integrated water solutions that would allow them to be more efficient in crisis management.

This in combination with a highly effective detection system that can detect and tackle water-related crises on time, could pave the way for a comprehensive, secure, and safe water management across Europe.

Where will this take place?

aqua3S technologies will be validated, tested and demonstrated in Belgium (Brussels), Greece (Thessaloniki), France (Paris), Italy (Trieste), Cyprus (Lemesos), Bulgaria (Sofia, Botevgrad), through multiple crisis scenarios in order to see how certain methods and strategies work in real-life situations and how the aqua3S systems responds to the various end user needs.

3.3 Realisation of the Video Script

This section presents how the aqua3S video script has been visualized in a series of 33 clips, as presented from figure 1 to 11.



Figure 1. Have you ever thought what makes our societies vulnerable? Every day, citizens are exposed to potential disasters.



Figure 2. and water-related issues can turn out to be a critical source of risk. Technologies focused on detecting dangerous events in water do exist but there is a real gap on how we can integrate them in the existing water networks and in crisis management pro



Figure 3. To fill this gap, the aqua3S H2020-funded project, composed by a consortium of 23 partners of different expertise, led by CERTH, Greece, steps in to combine novel technologies in water security with the aim to standardise existing sensor technologies and propose strategies, methods and procedures that will help water facilities to easily integrate solutions regarding water safety and security.

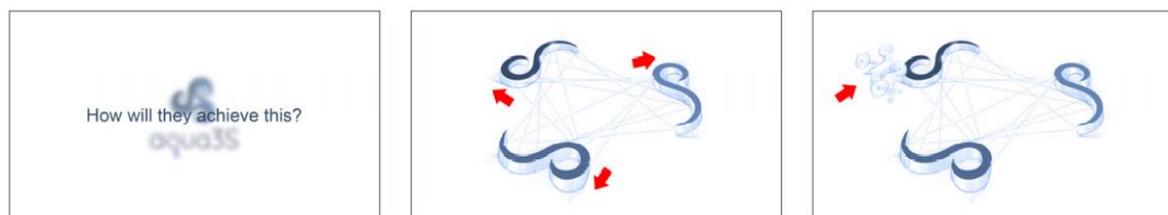


Figure 4. How will they achieve this? Through sensor networks that are deployed in water supply networks and sources, supported by complex sensors for enhanced detection; sensor measurements supported by videos from Unmanned Aerial Vehicles (UAVs)

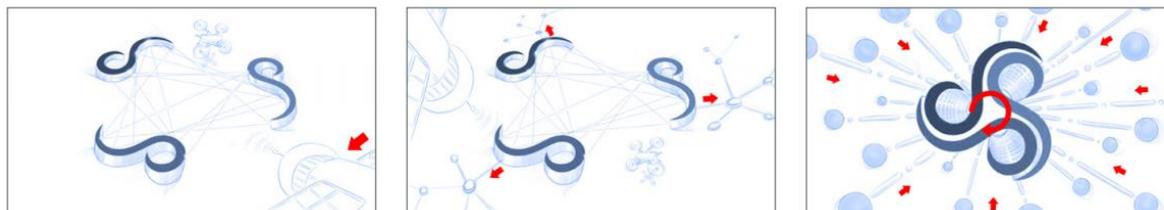


Figure 5. satellite images and social media observations from citizens that report water related events in their area. End users testing each prototype of the system with live demonstrations in order to propose enhancements for the final aqua3S platform.



Figure 6. In fact, aqua3S aims at creating standardized methods and strategies for all relevant stakeholders by foreseeing the improvement of innovation capacity and integration of new knowledge in five main areas of innovation: Innovation in substance detection



Figure 7. Innovation in data acquisition from UAVs and earth observation; Innovation in social media monitoring; Innovation in algorithms for threat detection and localisation in the existing water distribution networks.



Figure 8. Innovation in crisis management modelling for enhanced preparedness. Overall, the project will actively promote standardisation in the water sector.

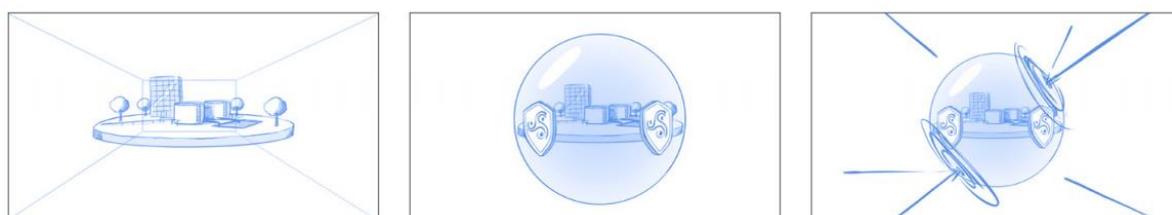


Figure 9. and aqua3S innovative solutions will provide water facilities and responsible authorities with strategies and methods whose adoption will lead to easily integrated water solutions that would allow them to be more efficient in crisis management.

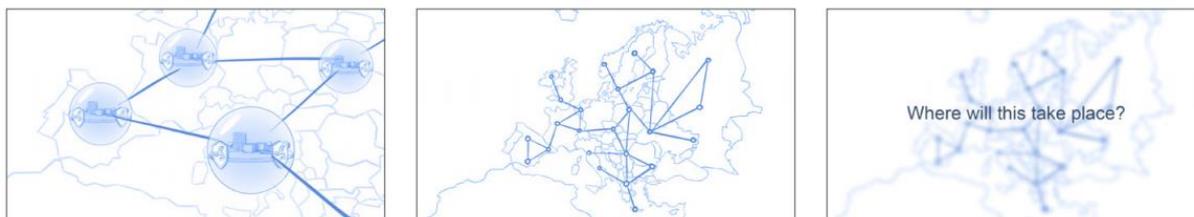


Figure 10. This in combination with a highly effective detection system that can detect and tackle water-related crises on time, could pave the way for a comprehensive, secure, and safe water management across Europe. Where will this take place?



Figure 11. aqua3S technologies will be validated, tested and demonstrated in Belgium (Brussels), Greece (Thessaloniki), France (Paris), Italy (Trieste), Cyprus (Lemesos), Bulgaria (Sofia, Botevgrad), through multiple crisis scenarios in order to see how certain methods and strategies work in real-life situations and how the aqua3S systems responds to the various end user needs.

4. Video Use & Dissemination

The aqua3S project aims to reach out to a wide range of audiences, from end users and researchers to local authorities and citizens. The project has specifically seven types of stakeholders that wants to engage with: water facilities & suppliers; civil groups; governmental agencies; local and regional authorities; technology, environmental & innovation media; researchers & big data analysts, designers in RRI and service providers.

The video produced appear as a very powerful tool that will manage to reach out to all the stakeholder groups categories, as defined in the dissemination tools and stakeholders' matrix featured in the Communication and Dissemination strategy of the project.

Tools	Water facilities & suppliers	Civil groups	Governmental agencies	Local & regional authorities	Media	Researchers	Service Providers
aqua3S video	✓	✓	✓	✓	✓	✓	✓

Table 1. Stakeholders' Matrix

To properly promote and disseminate the video as widely as possible, a number of dissemination tactics will be followed:

- A YouTube channel will be created for the aqua3S project, where the video will be uploaded.
- The link of the video will be disseminated through the project's social media channels.
- The video will be uploaded and featured on the aqua3S project's official website.
- The video link will be shared with the whole consortium via email to ensure everyone is aware and acts as aqua3S ambassadors re-sharing the video through their networks.
- The video will be shared with the sister projects of aqua3S to be further disseminated through their networks.

In addition, the project's video is intended to be featured through the second annual newsletter of the aqua3S project and will be also used in events and meetings where aqua3S partners may need to present the project. The video could function as a short and engaging introduction for the project that enables participants to learn about the project in only 3-minutes' time.

5. Conclusions

This deliverable aspired to present the journey of the development of the aqua3S video from the conception of the script's idea and the storytelling pillars as presented in the Chapter 3.1, to the script adopted and followed in the Chapter 3.2 and the actual implementation of the script in the chapter 3.3. As featured in chapter 4, the aqua3S video will manage to reach all the targeted audiences of the project, while the ways that the video will be used are also specified, along with the measures that will be taken to ensure its maximum dissemination through different channels.

With this report, it has become evident that the project video succeeded in presenting the big picture of the environmental challenge that the aqua3S project addresses, together with the specific details and information on how the project will achieve this and what our followers and target audiences should be expecting from us. This has been done in a concise, short, and engaging format that can be easily understood by all the types of the aqua3S audience, from researchers and policy officers to civil groups and media.

To conclude, the project's video strengthens the digital dissemination efforts of the project, adding a captivating and effective tool in the online tools available for the project. A tool that will benefit the project, not only by making it easy for the audience to understand the aqua3S project but also interesting to engage with it.