



**PERFORM**  
Power platform

**H2020-NMBP-SPIRE-2018      CE-SPIRE-02-2018**  
**“Processing of material feedstock using non-conventional energy sources (IA)”**

**PowerPlatform: Establishment of platform infrastructure for highly selective electrochemical conversions**

## **D7.6: Project video**

Date : 31-01-2020

This document is the PERFORM's project video (contract no. 820723) corresponding to D7.6 (M9) led by Sustainable Innovations Europe.



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Document History			
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January, 31	V1	Mariana Fernández	First document

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# 1 Introduction

This document describes the PERFORM Project First video. This activity has received funding from the European Union's Horizon 2020 programme, grant agreement No. 820723.

## 1.1 Context of WP7

The objectives of WP7 are:

- To enable potential future exploitation of the results to their full potential by disseminating the results to the relevant stakeholders.
- To ensure that the findings of the project are widely communicated to the public in general.
- To document undertaken and proposed dissemination and communication activities.
- To ensure the project results reach the relevant stakeholders who will use and implement them

## 1.2 Objective of Task 7.1 and Subtask 7.11

To create and increase awareness of the project as well as interest in the PERFORM's outputs, a coherent and clear communication and dissemination strategy is essential and starts with a consistent project identity. For this purpose, logo and guidelines were created and a comprehensive and appealing website was launched at month 3.

Additionally, a first Newsletter was released, and the official social media channels were put in place in month 2.

As part of the actions foreseen within this subtask, the production of two videos is also contemplated. The first one will present the general scope of the project (M9) and the second one (M42) will showcase the results expected to be obtained.

## 2 Communication strategy

The concrete objective of the PERFORM project' first video is to ensure that the general scope and objectives are presented to a wide range of stakeholders, from industry manufacturers to the general public.

To guarantee that the video arrives to the desired targets, it will be disseminated through several platforms: Youtube, LinkedIn, Twitter, official website of the project, as well as on the different events and shows that the consortium partners are planning to attend (i.e: Ecomondo; -FIB - International Forum on Industrial Biotechnology and Bio-economy; World Congress on Waste Management & Recycling; European Congress of Chemical Engineering; ISE Topical meeting; Infoday; Ecosummit; and/or Produrable).

### 3 Video

The video, available on the PERFORM project [Youtube](#) channel follows, in a minute and a half duration, the following script:

*Electrochemistry has a wide range of applications in many different industries. Currently, although the chemical industry is mainly fossil-based, electrochemical conversion has the potential to make this chemical industry more sustainable. The PERFORM project is a European consortium that aims to reduce the environmental impact of chemical production and to demonstrate it in a pilot-scale flexible electrochemical conversion system. PERFORM has already identified raw materials from biomass which can be converted into value-added chemicals. They can be later used to produce bio-based plastics. Within PERFORM, routes of electrochemical production of these materials will be developed. PERFORM will use this knowledge to create its pilot Power Platform. This platform will demonstrate the feasibility of the two electrochemical transformation routes to make value-added chemicals from bio-based sources. The Power Platform will be a flexible system, wherein other electrochemical conversion routes can be tested to help bring electrochemical conversion technologies closer to implementation. The team behind PERFORM will test and optimize the technologies, measure environmental impact, energy efficiency, and cost viability. The products produced will be delivered to the consortium who will test them for their applications. The Power Platform will then be available for tests for other industry players.*

This script is shown on voice over all along the video, and in English, the official language of the project.

All the video structure is animated, to present the project in an attractive and visual way, and to guarantee that all kind of targets are able to understand the project scope and objectives.

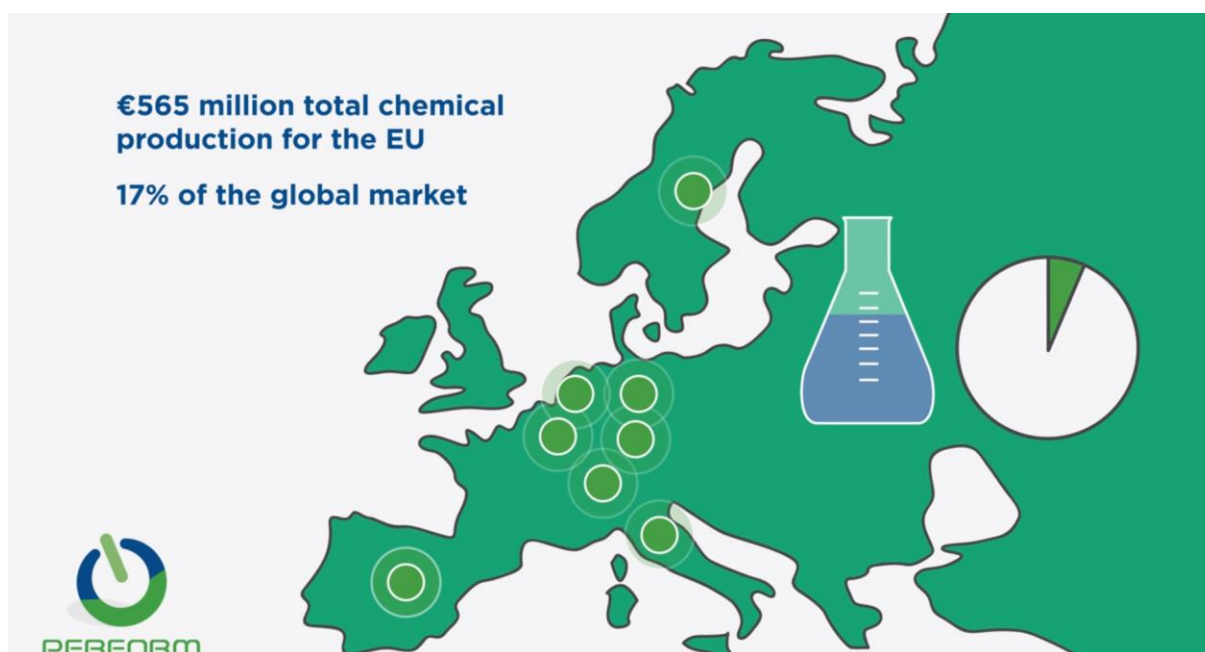
The video starts presenting the current situation of the electrochemical industry and explaining the reasons behind the need for the PERFORM project. For that, a laboratory is presented:

Image 1: 1<sup>st</sup> video frame

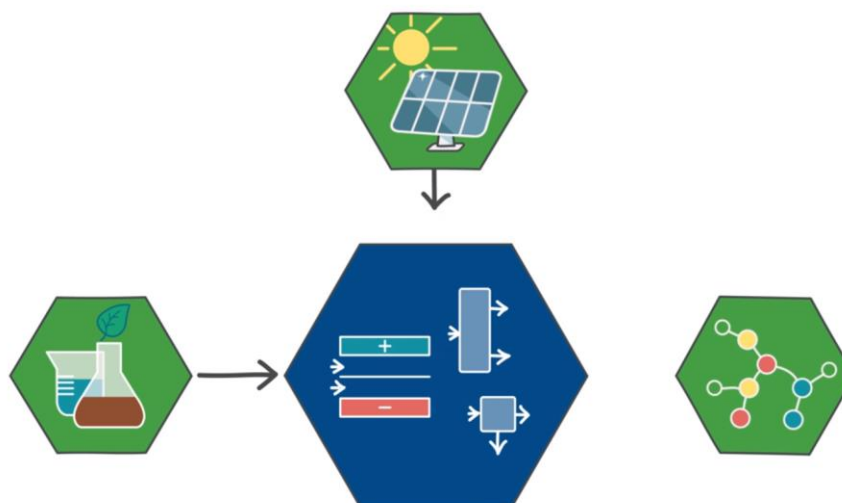


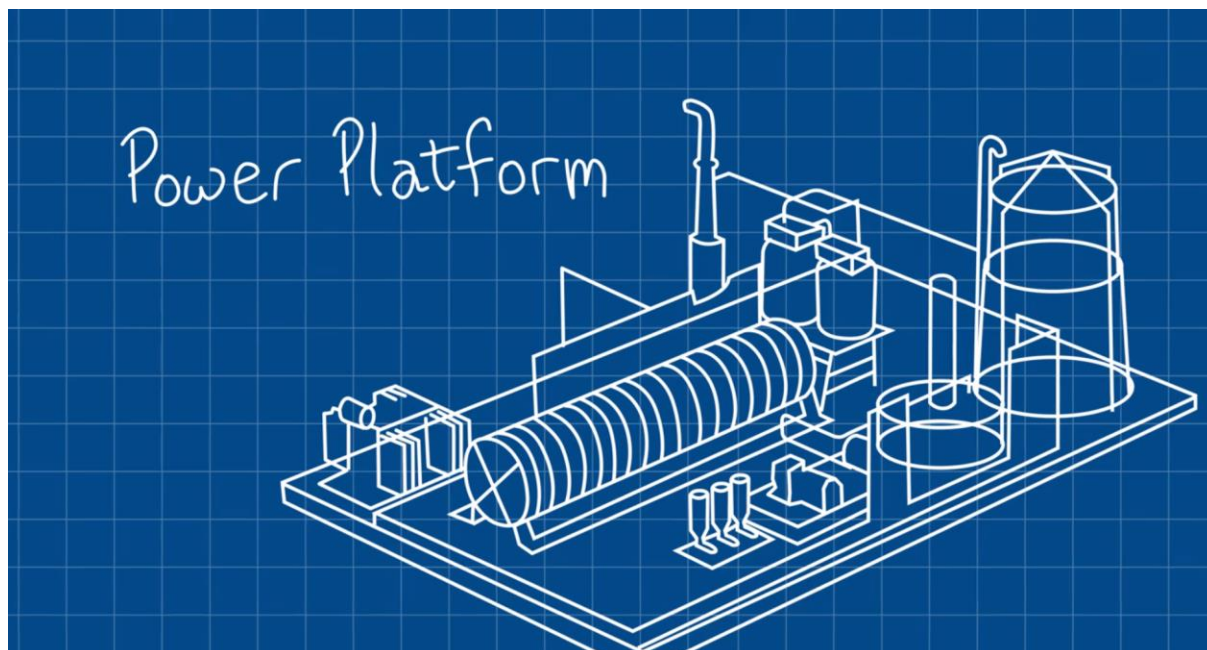
The video continues with the explanation of the project consortium composition, objectives and methodologies.

Image 2, 3,4 & 5: Presentation of the project scope, examples of video frames









The video closes with the presentation of the consortium logos and the EC logo and contract statement (image 4)

Image 6: Video closing

