



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 Final Video

Date : 29/11/2023

This document is the PERFORM's project final video (contract no. 820723) corresponding to D7.6 (M59) led by Sustainable Innovations Europe.

Project acronym	PowER platFORM (PERFORM)	Start / Duration	January, 2019 (59months)
Topic	CE-SPIRE-02-2018 Processing of material feedstock using non-conventional energy sources (IA)	Call identifier	820723
Type of Action	Innovation Action	Coordinator	TNO
Contact persons	Erwin Giling (Project coordinator TNO) erwin.giling@tno.nl		
Website	www.performproject.eu		

Deliverable details			
Number	D7.6		
Title	Project Video		
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Dissemination level	PU	Nature	(Public)
Due date (M)	59	Submission date (M)	November, 29
Deliverable responsible	ROCÍO GARCÍA	Contact person	rociogarcia@sustainableinnovations.eu

Deliverable Contributors				
	Name	Organisation	Role / Title	E-mail
Deliverable leader	Rocío García	SIE	COMMUNICATION MANAGER	rociogarcia@sustainableinnovations.eu
Reviewer(s)				
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Document History			
Date	Version	Name	Changes
November, 2023	V1	Rocío García	First Document

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1 INTRODUCTION

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

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 PERFORM's outputs, a coherent and clear communication and dissemination strategy is essential and starts with a consistent project identity. For this purpose, a logo and guidelines were created and a comprehensive and appealing website was launched in month 3. Additionally, the 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's first video is to ensure that the general scope and objectives are presented to a wide range of stakeholders, from industry manufacturers to the public. To guarantee that the video arrives at the desired targets, it will be disseminated through several platforms: YouTube, LinkedIn, Twitter (X) and the official website of the project.

3 VIDEO

The video, available on the [PERFORM project's YouTube channel](#), has a duration of four and a half minutes. Throughout the video in English, the official language of the project, accompanies the script. It's worth noting that the interviewer's voice is not present in the video. The content includes interviews along with shots of laboratory activities, ensuring accessibility to a diverse audience and facilitating comprehension of the project's scope and objectives. The final video features an interview with Erwin Giling, who serves as the Project Coordinator for the PERFORM project.

During the interview, he highlighted TNO's crucial role in the project and its significance in the relevant field. Additionally, the video provides background information on the PERFORM project, covering its inception, objectives, and key challenges. Milestones achieved during the project are also highlighted, offering viewers a comprehensive overview of the project's journey and accomplishments.

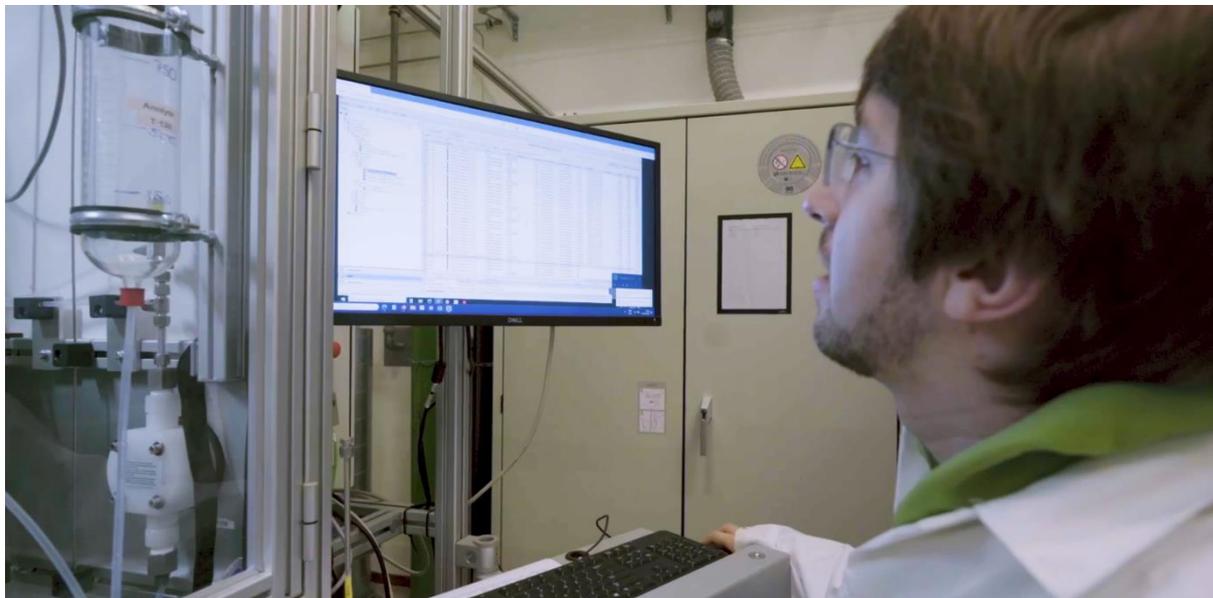
IMAGE 1: INTRODUCTION WITH THE PROJECTS TITLE AND ANIMATION VIDEO FRAMES



IMAGE 2: FIRST PART FEATURING ERWIN GILING, TNO'S PROJECT COORDINATOR FOR THE PERFORM PROJECT.



INCORPORATE RELEVANT SHOTS OF THE LABORATORY AT TNO THAT HIGHLIGHT THE TECHNOLOGICAL ASPECTS OF THE PROJECT (IMAGE 3, 4 AND 5).





THE VIDEO CLOSES WITH THE PRESENTATION OF THE CONSORTIUM LOGOS AND THE EC LOGO AND CONTRACT STATEMENT (IMAGE 6)



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