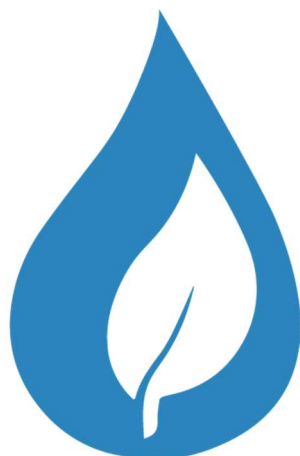




SUWANU EUROPE

Deliverable 4.5

SuWaNu Europe video

Funding scheme:	Horizon 2020 – Coordination and Support Action (CSA)		
Project Coordinator:	BIOAZUL		
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Contributing WP:	WP4: Dissemination and Continuation strategy		
Dissemination level:	Public		
Responsible partner:	BIOAZUL		
Version:	1		

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Executive summary

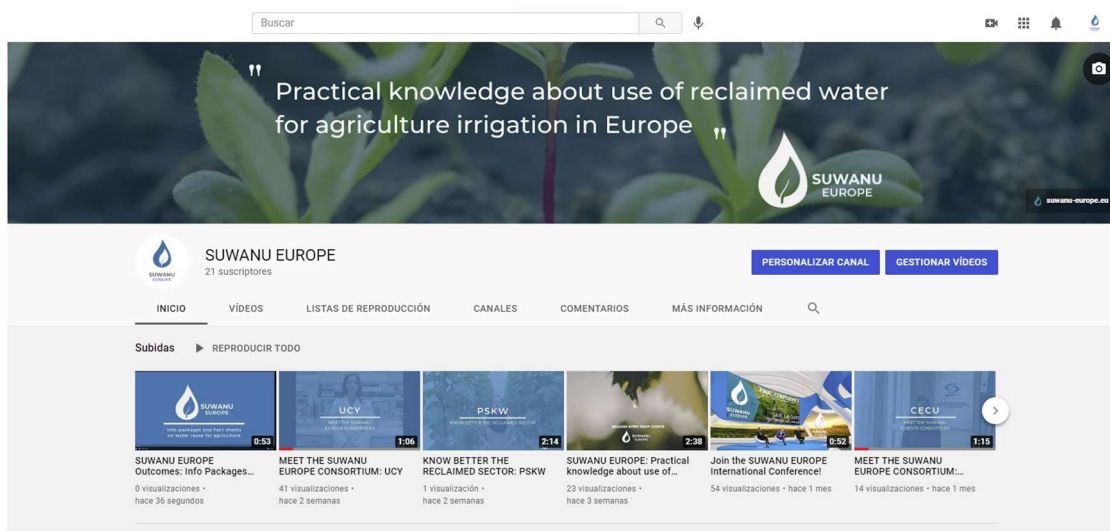
The dissemination strategy of SuWaNu Europe has been focused on widely sharing the knowledge and results achieved in the 30 months of the project with all the key actors such as authorities, irrigators, wastewater treatment operators, sanitation companies, researchers, associations, agricultural cooperatives and innovation actors.

One of the tools developed with this purpose is the project video which has been carried out under work package 4 (Deliverable 4.5). The video includes a general explanation of the water scarcity situation and the benefits of using the reclaimed water as an alternative of irrigation in agriculture. The video also shows the main results of SuWaNu Europe, the training material developed, the database of reuse projects, the e-learning platform and the challenges faced by the project.

Currently, the use of audiovisual contents is one of the tools with the best results for communication strategies, it is for this reason that the consortium decided to develop video-campaigns for the social media networks. Hence, additional short videos have been produced to support the results of the project and their dissemination on social networks.

Finally, within the organization of the project's international conference, a teaser of the event was produced as a presentation of the event in which many of the project's results converge, such as the extensive work carried out in the regions.

All the videos produced until the end of the project are uploaded to the project YouTube channel and available to the general public:



https://www.youtube.com/watch?v=jGzTxDMO0ec&ab_channel=SUWANUEUROPE

Introduction

Audiovisual materials are very effective in the dissemination of research results. Producing short videos has become very common in many research projects even in those oriented to basic research because videos can provide an overall overview of the project at a glance. Moreover, videos can be used to communicate and disseminate through social media and therefore reach a wide audience. The development of the project video also responds to the requirements of EIP Agri which states that thematic networks should aim “to develop easily understandable material for practice, such as info sheets in a common format and audio-visual material”.

According to the work programme, BIOAZUL has developed one video to introduce the project objectives and results to a wide range of stakeholders. The video is in line with the needs identified to promote water reuse. In this sense, we have learnt the importance of highlighting the positive environmental impacts of water reuse and the need of considering all water resources available in a context of scarcity.

The aim of this deliverable is to describe the project video of SuWaNu Europe which shows the real challenges of water scarcity, the potential of water reuse and the knowledge and training material that SUWANU EUROPE offers in order to solve them. This video is also an opportunity to know and understand the work carried out in the project and the results available to train the stakeholders affected by water scarcity.

In addition, this deliverable includes the description of audiovisual campaigns that have been carried out to give visibility to the project and support the campaigns to disseminate the results of the consortium's work.

1 Project video

Link: <https://youtu.be/xqtejrpfjA>

The official video developed for SuWaNu Europe project consists of an audio-visual piece of 2:30 minutes where the general objective of this project on reclaimed water and the global problems related to water scarcity are introduced.

The video has been developed with the aim of explaining in a simple and direct way the situation of water regeneration in Europe and describing the work and results of the SuWaNu Europe project.

The script of the video starts with an introduction with the benefits of the water reuse to deal the water scarcity and continues with the need of promoting all the knowledge about the use of reclaimed water. Subsequently, the project and its objectives are described, showing the consortium and the geographical scope that has been included within the thematic network of SuWaNu Europe.

The video also shows the challenges facing by this project, the new European regulation about water reuse and the Regional Action Plans developed for the 8 target regions of the project.

The last part of the video focuses on the specific outcomes of SuWaNu Europe and the importance of consolidated a stable network of work that promotes the exchange of knowledge on water reuse in the future.

TTThe video is being subtitled in Spanish, French, German, Portuguese, Italian, Greek and Bulgarian.

1.1 Images of the project video content

Introduction: "When we talk about water scarcity, every drops count"



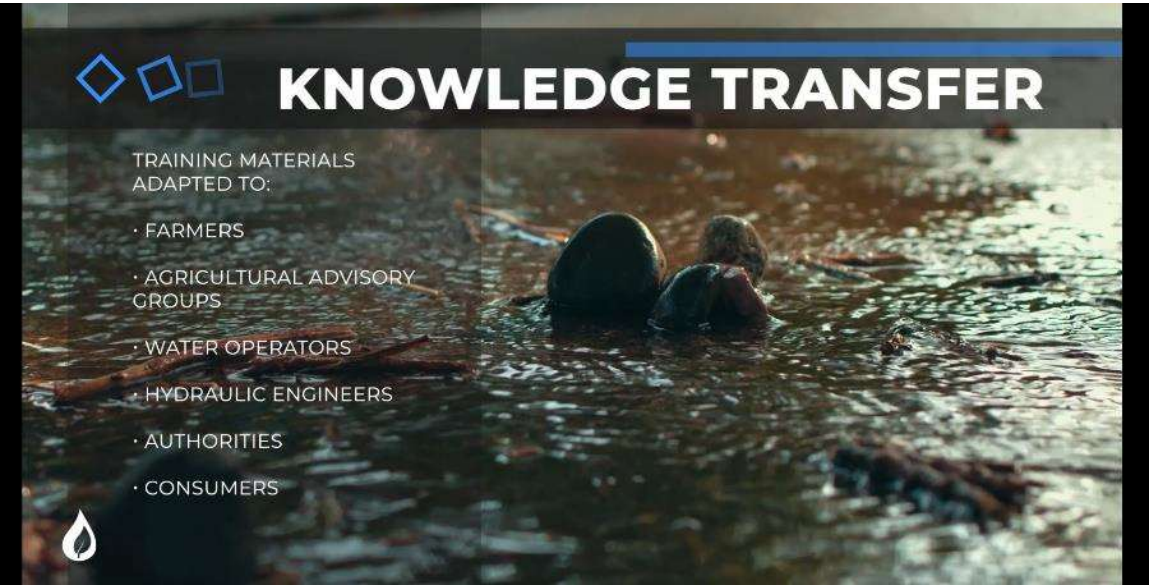
Benefits of water reuse



Misuse of water



Knowledge transfer



Consortium



European Regulation



SUWANU EUROPE Regional Action Plans



Specific outcomes



2 Teaser video of the final conference

Link: https://www.youtube.com/watch?v=jGzTxDMO0ec&ab_channel=SUWANUEUROPE

A teaser has been produced for the promotion of International Conference of SuWaNu Europe that takes place on May 18-19. The video has a duration of 50 seconds where appears images from the project video of SuWaNu Europe and from the regional workshops held in 2019.

This video collects information from the conference and has served to engage the audience and inform them about the conference details such as the date, the scope of the conference and the high profile of experts participating. In addition, the virtual stage of the conference is shown to highlight the difference with other events of this type that have taken place during 2020 and 2021.

The teaser has been shared on social media channels and by mail.

2.1 Images of the teaser video

**International
SUWANU
EUROPE
Conference**



**VIRTUAL
LIVE
EVENT**

**HIGH
PROFILE
EXPERTS**



DEBATE OVER THE BEST SOLUTIONS AND STRATEGIES TO EXPAND WATER REUSE IN AGRICULTURE



MAIN OBJECTIVES OF THE CONFERENCE:

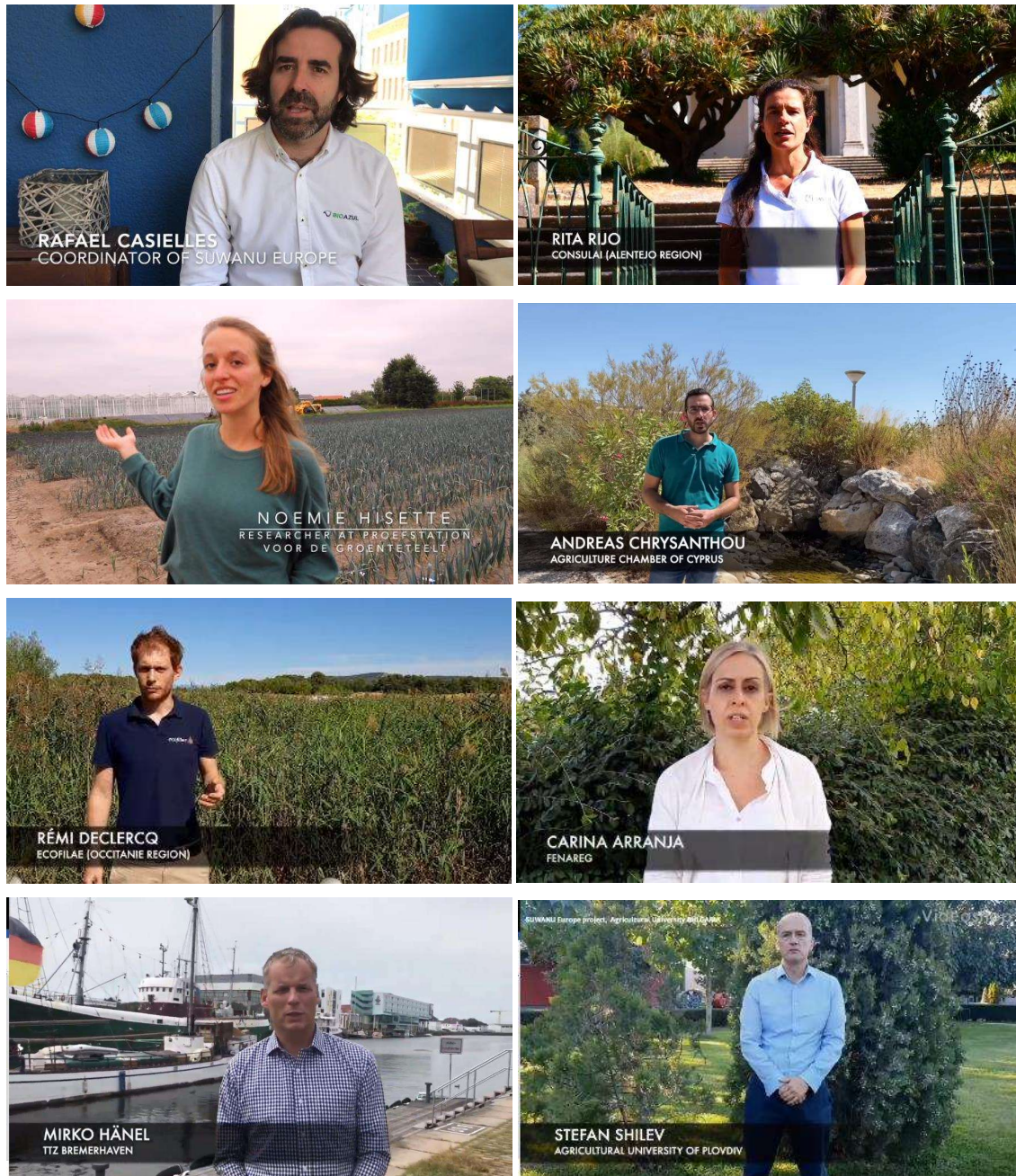
- Present SUWANU EUROPE results: e-learning, info-packages, Regional Action Plans
- Bring qualified experts to present main challenges and potential solutions
- Have an open and participatory forum for discussion



3 Audio visual campaigns

During the second period of the project, the entire consortium involved in the project was presented through a series of videos. In this campaign each partner had the space to present their organization and their role in SuWaNu Europe. The campaign was named as “MEET THE SUWANU EUROPE CONSORTIUM”, using as hashtag #MeetTheConsortium.

Link: https://youtube.com/playlist?list=PL4yugAoYSq5GadSuGG0ldq4RHK5k_DvAS

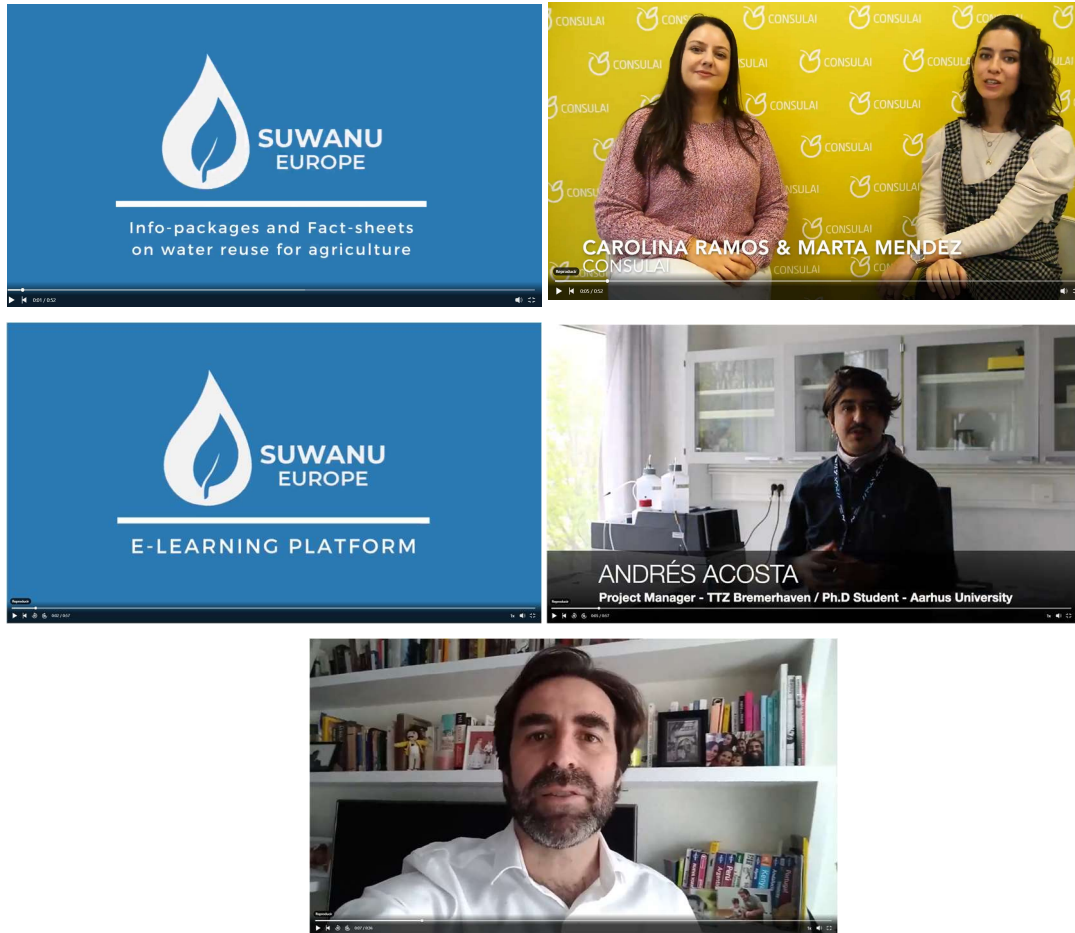




Furthermore, it has been developed another video-campaign “KNOW BETTER THE RECLAIMED SECTOR” consisting of videos of approximately 2 minutes in which the partners have spoken in depth about topics and projects related to the reclaimed water sector.



Finally, short audiovisual clips have been developed to highlight some of the main materials developed in the project, such as the info-packages, the e-learning platform and the International Conference.



To guarantee the corporate image, all the videos used on social networks have been reviewed and edited by BIOAZUL.

4 Conclusions

SUWANU EUROPE as a Thematic Networks under the topic “Thematic networks compiling knowledge ready for practice” (topic identifier RUR-15-2018-2019-2020) aims to summarize, share and present the best practices and research findings that are near close to being put into practice in a language that is easy to understand by the farmers and foresters.

The work carried out on the website, social networks, audio-visual material and the rest of the activities of work package 4 has been coordinated in such a way as to enhance the engagement of the entire target audience, while adapting to each of the selected segments who are interested in the topic that is covered in the project: farmers, agricultural advisory groups, water reclamation operators, water engineers, authorities, consumers and general public.

Under this premise, the consortium has tried to use audio-visual media as a means to convey the information and knowledge gathered during the work of the project. The general video produced focuses on teaching the context and situation of the use of reclaimed water in agriculture, but above all, on showing the activities and material produced within the framework of SuWaNu Europe and which is available on the project website.

For all this, not only a general video has been produced, but the consortium has been given visibility, which are key organizations in their field of work and are one of the main attractions for the networking work that is sought in the project, and to the work and material developed such as the different regional workshops, the info-packages and factsheets or the e-learning platform.

Finally, we show the visualization statistics of the YOUTUBE channel of the project, in these 13 months of the channel, 1,128 direct visualizations have been obtained through this platform and the main regions that have accessed the channel have been Spain, Greece, Portugal, Belgium and India.

It is important to point out that these statistics do not include the views that have been made of the SUWANU EUROPE videos through the rest of the social networks, where all the clips and videos produced by the consortium have also been published.

Área geográfica	 Visualizaciones ↓	Tiempo de visualización (horas)	Duración media de las visualizaciones
☐ Total	1.128	32,3	1:43
 España	112 9,9 %	0,8 2,5 %	0:25
 Grecia	79 7,0 %	0,9 2,9 %	0:41
 Portugal	37 3,3 %	4,4 13,7 %	7:09
 Bélgica	15 1,3 %	0,3 1,1 %	1:23
 India	13 1,2 %	0,0 0,1 %	0:11
☐ Italia	12 1,1 %	0,2 0,7 %	1:06
☐ Francia	11 1,0 %	0,1 0,3 %	0:31
☐ Chipre	10 0,9 %	0,1 0,3 %	0:32

Figure 1: Youtube channel statistics SUWANU EUROPE