



PROJECT ACRONYM

CUPIDO

PROJECT TITLE

Cardio Ultraefficient nanoParticles for Inhalation of Drug prOducts

Deliverable 10.8

Project Videos

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1. Executive summary

CUPIDO is currently working to develop two types of videos: several short video interviews and one official project video. The video interviews bring a human side to the project and focus on its multidisciplinary approach in which several experts join forces to reach a common goal; on the other hand, the official project video describes the project whole picture in an appealing style that catches the audience's attention.

For the interviews, a shooting day was held in Milan and the resulting videos are going to be released starting from February 2019.

For the project video, a provider for 3D animation was selected and the script is now under development. The expected release date is May 2019.

Key deliverable achievements:

1. Definition of a video strategy that includes two types of videos;
2. Development of guidelines about the style and the content for the video interviews;
3. Organization of the first shooting day in Milan with representatives from 6 partners;
4. Selection of the 3D rendering as the style for the official video and selection of a suitable provider;
5. Outline of the script for the project video that encompass the journey of the nanoparticles through the body.

2. Cooperation between participants

IN, together with the Communication Core Group (CCG), developed the main strategy for the project videos, defining their style and the content. IN organized the shooting day in Milan and got in contact with the providers. Several partners have been invited to take part at the shooting day (CNR, FIN, SAN, PLU, CIT) and the resulting interviews are going to be approved by the CCG. The CCG can also revise the project video during the production phases. The Consortium is going to revise and approve the final script for the project video in order to ensure that it reflects the point of view of the whole Consortium.



3. Project Videos

According to the Communication Plan, CUPIDO will develop two types of videos: short video interviews and one official project video. The two types of videos respond to different needs, as reported in Table 1.

Table 1. Comparison of the features of the two types of videos planned for CUPIDO.

	<i>SHORT VIDEO INTERVIEWS</i>	<i>PROJECT VIDEO</i>
Quantity	More than 10	One
Length	1 minute	1,5 minutes
Timing	First videos ready for January, monthly release	Video ready for spring 2019
Aim	<ul style="list-style-type: none">• Human side of the project• Different roles in the project• Multidisciplinary	<ul style="list-style-type: none">• The big picture• Clear overview of the whole project• The consortium as a whole
Style	Interview with key personnel	3D animation
Language	Native language (optional, for dissemination at national level) and English (for more wider dissemination at international level)	English

In October 2018, IN has organized a CCG conference call to discuss and select the best options for both videos and define a working plan. The next sections dissect the work done so far for both videos.

3.1. Short video interviews

Starting from January 2019, the **short video interviews** are released on a dedicated YouTube channel following a **monthly** schedule ([LINK](#)). The videos are not intended as stand-alone as they will be promoted on the project website, through the institutional website from the partners and on social media, where the main key message of CUPIDO is already displayed.

The target audience is composed of people who are interested in science and technology or work in a related field but they might not be experts in your field of research.

The main goals of the videos are to:

- Convey the message that CUPIDO is a **multidisciplinary** project, a tiling puzzle in which several experts come together to reach a common goal.
- Bring a **human** touch to the project.
- Make people curious about CUPIDO to encourage them to **explore** the other available content (video, website, articles) and stay updated with CUPIDO's latest news.

Therefore, the main focus of the interview is the **partner's role in CUPIDO** and the teamwork within the project. No scientific details about the obtained results need to be included at this stage. In the videos, the speakers, representatives or key-personnel involved in the project, are invited to describe their role in CUPIDO, their contribution to the common project goal and the main innovations or benefits that CUPIDO is fostering in their specific field.

Each video features the speaker alone without any reporter or interviewer. The questions are introduced by a title at the beginning of the video while the name and affiliation of the speaker by the footer. The preferred language is English but, for those who want, additional videos can be shot in their native language.

IN has collected these guidelines and a few other tips about the preferential style for the interview in a document that is shared with the speakers few weeks before their interview. This should ensure a coherent style among the different interviews.



3.1.1. First Shooting Day

To collect the first pool of content, IN has organized a shooting day in Milan on the 17th of January and invited several partners' representatives to take part:

- Daniele Catalucci (CNR-IRGB)
- Michele Iafisco (CNR-ISTEC)
- Didier Bazile (SANOFI)
- Francesca Buttini (PLUMESTARS)
- Nicole Harrington (CITC)
- Claudio De Luca (FINCERAMICA)

More shooting session will be organized in the future to cover the missing partners. This first shooting resulted in 1-2 videos of a few minutes for each speaker that should cover almost one year of scheduling.

The first released video in January is the one featuring the project coordinator, Daniele Catalucci, who gives a broad introduction to the project and explains how the project was conceived ([LINK](#)).



Figure 1. From left to right: some of the partners on the set of the shooting day; a screenshot from the video with the project coordinator.

3.2. The official video

In October 2018, IN collected and presented several options for the styles of the project video in a conference call with the CCG. The CCG decided that the **3D rendering** is the most suitable format for CUPIDO since it can display the journey of the nanoparticles in an accurate and realistic way. The style should also appeal to both professionals and science lovers.

Following the decision, IN collected offers from several 3D-video providers. The CCG team selected the studio **3DforScience**, specialized in 3D animations in the field of biology and health (Figure 2).



Figure 2. Example of a 3D rendering realized by the 3DforScience studio.



While IN maintains the contact with the provider, the CCG is appointed to revise the video at each of these phases:

1. Script
2. Storyboard
3. Visualisation
4. Animation

IN, together with the CCG, is currently busy in refining the script and voiceover for the video. The script is expected to be ready in February 2019 and the final version will be approved by the entire Consortium. Once the script is ready, the production should take up to 2-3 months, depending on the number of the required revisions. Therefore, the video is expected to be released in May 2019. The promotion will follow on social media, newsletter, website and with a dedicated press release. All the partners are invited to show the video in relevant events or feature it in their communication channels.

4. Conclusions

IN, supported by the CCG and the whole Consortium, has successfully started the development of the project videos. The production is proceeding as planned: the video interviews were shot in January and their monthly released has started. More shooting days will be organized in the future to collect interviews from other partners.

For the project video, a provider has been selected and the video is planned to be ready in the next months, most probably May 2019. Its production phase demands more revisions to ensure that the script, the voiceover, the images and all the other details are coherent with CUPIDO's communication strategy.

For both video types, the promotion will be primarily done on social media and website. The project video will also be promoted on the newsletter and with a dedicated press release.