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Sun coupled innovative Heat pumps D8.4 – First project video

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Organisation name of lead contractor for this deliverable: EHPA

List of contributors: EHPA, RINA-C

Dissemination Level		
PU	Public	X
CO	Confidential	

Project Contractual Details

Project Title	Sun coupled innovative Heat pumps
Project Acronym	SunHorizon
Grant Agreement No.	818329
Project Start Date	01-10-2018
Project End Date	30-09-2022
Duration	48 months
Supplementary notes:	This document will be publicly available (on CORDIS and project official websites as soon as approved by EC or <i>This document will be available only to SunHorizon Consortium partners.</i>

Table of Contents

Table of Contents	2
1 Introduction.....	3
2 Video Presentation	4
2.1 Video Explanation.....	4
2.1.1 Video Publication	6
3 Conclusion.....	7

1 Introduction

In the *WP8 – Dissemination, Communication and Capacity Building*, the main objective is to maximise SunHorizon impact by connecting the research activities performed in the technical work packages to the general and mixed audience; thus to spread the project messages and to be able to reach all the broad audience (technical and non-technical).

As part of the Dissemination and Communication strategy (WP8) we foresaw to reach the WP8 goals by using different tools, such as: writing news items/articles published in the website, updating the project's social media channels, sharing newsletters with stakeholders, participating and organising workshops/conferences/fairs/, preparing and sharing dissemination material (such as flyers, posters and roll-ups) and making a **video**.

We identified the video as an easily accessible tool, in which all the general public, can get an overview of the project by merely watching it, and better understand what the technologies involved are, and the innovative and sustainable systems included.

To reach the broadest audience possible, we used a simple and intuitive storytelling technique, using illustrations/animations integrated with two interviews, thus, to have added a personal appearance, and better connect with the audience.

2 Video Presentation

In the framework of the strategy mentioned above, the **Deliverable 8.4** aims to present the SunHorizon project in a promotional **video**, addressed to maximise the impact and the knowledge of the project among a broad and mixed audience (technical and not) across Europe.

Considering the contemporary society and the widespread use, and the easy access to social media, we decided to enforce our dissemination strategy by being very active on these platforms and promoting most of the project material with easy-access tools and using a non-technical language, understandable from everyone.

The video is available at the following link: <https://youtu.be/OjKsscqziQE>

This video lasts 2:16 minutes and it will be published both in the “Project Material” section of the project website (<http://www.sunhorizon-project.eu/>) and in the “News” section, in the social media channels (Twitter and LinkedIn), and on YouTube (SunHorizon project – channel)

2.1 Video Explanation

The EUROPEAN HEAT PUMP ASSOCIATION (EHPA) realised SunHorizon promotional video by creating tailored made **illustrations** and **animations** (following the current video making trends) and recording two interviews in which we present both the Project Coordinator (Ms. Alessandra Cuneo) and the Project Manager (Mr. Stefano Barberis). We believe that by adding **interviews** and presenting the Project Coordinator and Project Manager of the project, we can enforce the message and strength its power. The two interviewees are the two most known “faces” associated with the project since they have already presented the project in several dissemination events/workshops.

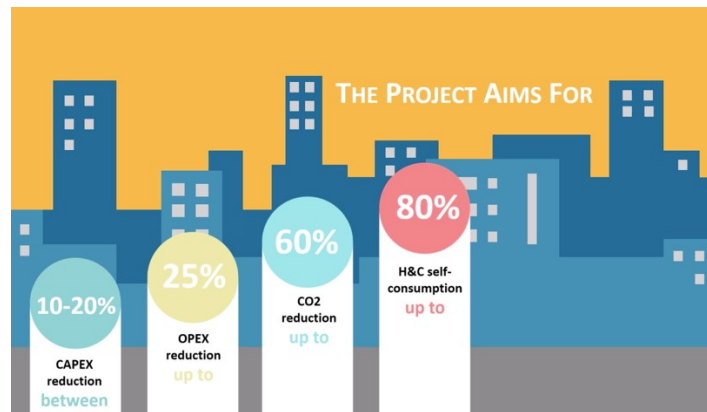
The video lasts 02:16 minutes, and presents:

1. The **EU disclaimer** and info on the funding we have been receiving;



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2. Presentation of what are we **aiming for** within the project;



- Then we have a general presentation made by the Project Coordinator, who presents the **duration**, the consortium, and the **fundamental concepts** of the project - sun coupled innovative heat pumps, to be applied both in the residential and tertiary buildings;
- Presentation of the **5 Technology Packages** and technologies used in the project. *(All the info used in the video, were taken from the website and double-checked within the WP3 leader and the Project coordinator).* We decided to display a list of all the technologies involved, plus the cloud-based functional monitoring platform;
- Presentation of the **demo sites** – in which we show the exact location of the eight demo sites in an animated map. We used the pictures taken during the demo sites visits, and already available on the website;
- Interview/presentation of what are the expectations at the end of the project. What is our strategy to introduce SunHorizon technologies in the **market**, once the project ends (in September 2022);
- Consortium and **Partners presentation** – by displaying the logo of each partner in the country where it is based in Europe;



- Follow us** session – by presenting our dissemination channels, with each reference/link where the audience can find us and find more info about the project. With this final slide, we aim to get more registrations and views on our platforms.



2.1.1 Video Publication

This video will be published in the SunHorizon **website**, **social media** channels (Twitter and LinkedIn) and **YouTube**, next Newsletter/s, and can be used in the project presentations during workshops/conferences.

3 Conclusion

By realising this promotional video, our ultimate goals are to:

- Engage/reach **new stakeholders** with an accessible instrument;
- Transmit consistent and comprehensible **messages** about SunHorizon project to a mixed audience (technical and non-technical);
- Create a tool that can be easily **shared**.

The realisation of the Project presentation video is a fundamental aspect of SunHorizon communication strategy, and it's seen as a useful instrument in the next dissemination activities. We see the video as a supplementary tool to integrate the next project's presentations in international conferences/workshops/fairs and the upcoming newsletters and social media activities.

Even if the entire video lasts 2:16 minutes, it has been conceived to allow multi-uses. The video can be split into multiple sessions (for example, by using only the two single interviews or the singular animations); hence, we obtain several dissemination inputs that will fit suitable dissemination needs.