



D5.3 – PROJECT VIDEOS

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Terms, definitions and abbreviated terms

Acronym	Definition
GA	Grant Agreement
D	Deliverable
M	Month
M6 / M25	Month 6 / Month 25
SIE	Sustainable Innovations
WP	Work Package

1 Executive Summary

This document is the SUPER-HEERO (contract no. 894404) Project videos report corresponding to D5.3 (M6 and M36) led by SIE. The document the process followed in the elaboration and dissemination of the first SUPER-HEERO video with the main objective to create awareness about the project and the importance of energy efficiency in supermarkets. Communication and dissemination are critical for the successful exploitation of the SUPER-HEERO results and thus, all the partners are collaborating to ensure the communication and dissemination of content.

2 Introduction

2.1 Context of WP5

The main objective of this WP is to maximise the impact of the project results during its lifetime and after the project's end. More in detail, the specific objectives are:

- To enable future exploitation of the results to their full potential by disseminating and communicating them to the relevant stakeholders who will use and implement them.
- To ensure that the findings of the programme are widely communicated to the public in general.
- To support the market uptake of research and innovation results.
- To prepare the corporate image and a set of materials for the promotion and comprehensive dissemination of SUPER-HEERO.
- To support the market uptake of research and innovation results through the SUPER-HEERO financial schemes after the project and the policy development which could support the shorter implementation.

2.2. Objectives of Task 5.2

Task 5.2 includes the development of the project website, which has been operational since M2, and which hosts all the materials developed; 2 professional videos (first one in M6 and second one in M36 after the Amendment), the creation and update of the social media sites, the launch of the project newsletter every six months, the development of a project identity that includes a logo, templates for presentations and reporting, an informational factsheet, infographics, brochures, leaflets and posters.

On a scientific level, the dissemination activities will be carried out through publications in peer-reviewed high-impact journals dealing with environmental sciences. Wider dissemination will be achieved via the participation of partners in events, trade fairs and conferences, where partners will present SUPER-HEERO. In addition, associations and platforms will be engaged in the project from its early stages to maximise the effect of dissemination, communication, and exploitation activities.

2.3. Project Videos

As specified in the GA, the first project video will summarize the scope of the project, its main goals and objective with the goal of raising awareness about the project, while the second project video will present the work performed during the project and the final results expected.

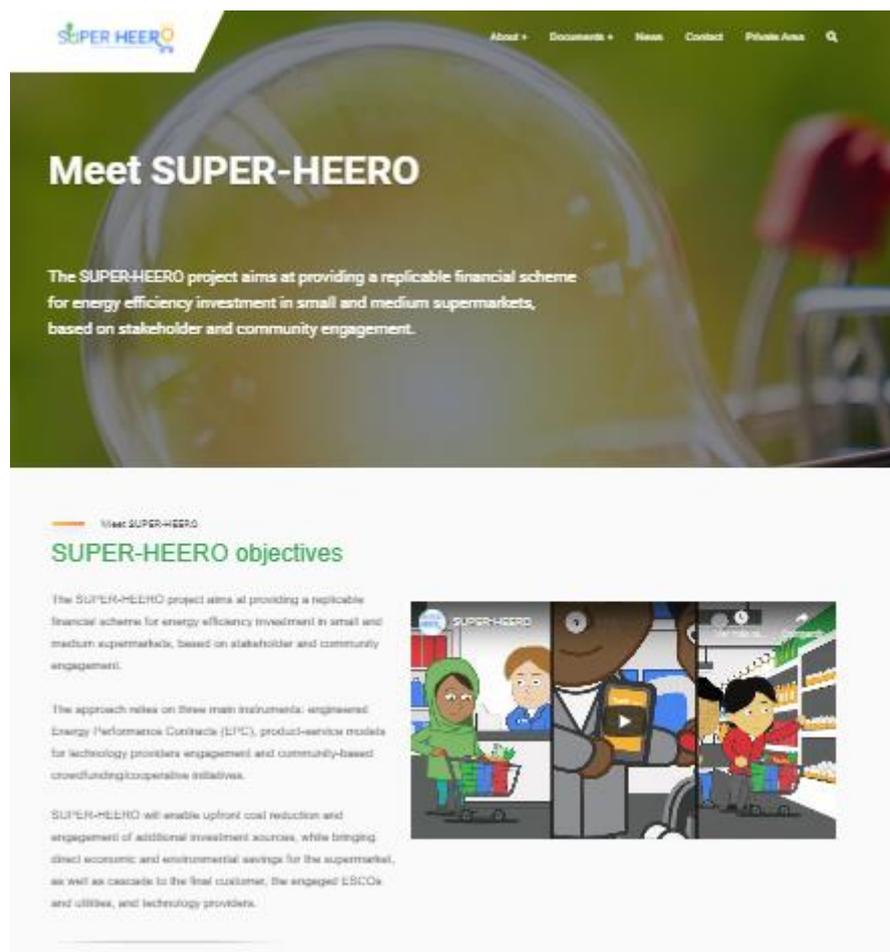
3 Channels

3.1. First Video

The video was launched on 17 November 2020 and it was, first of all, shared internally with all the partners who were encouraged to use their own entity's channels for further dissemination. Then, it was shared externally via the following project channels:

On the website. The video is embedded in the HOME.

Figure 1: SUPER-HEERO's home



- On the social media channels (LinkedIn and Twitter) of the project.

Figure 2: LinkedIn post about the video

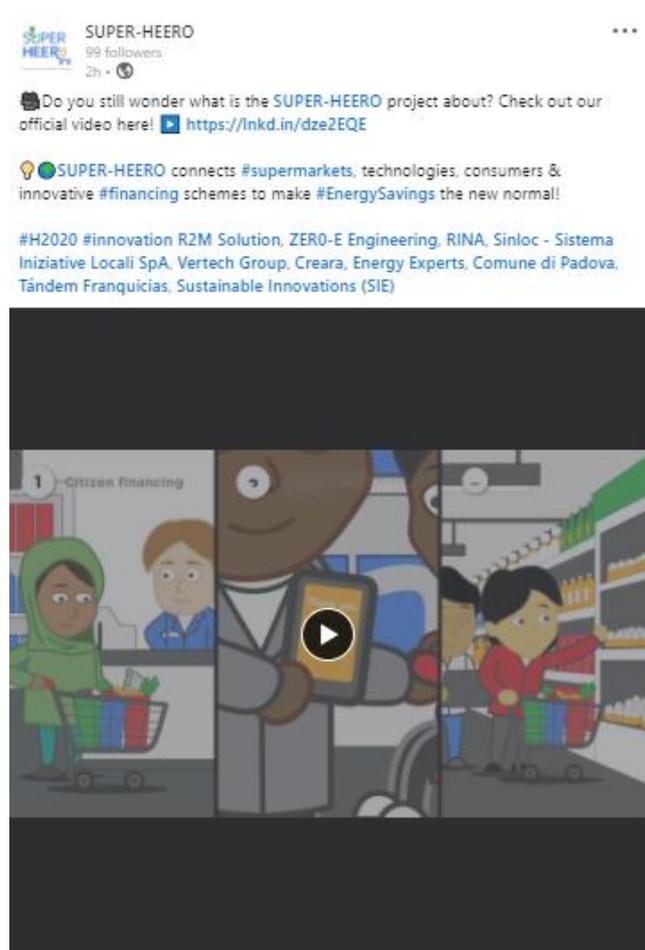
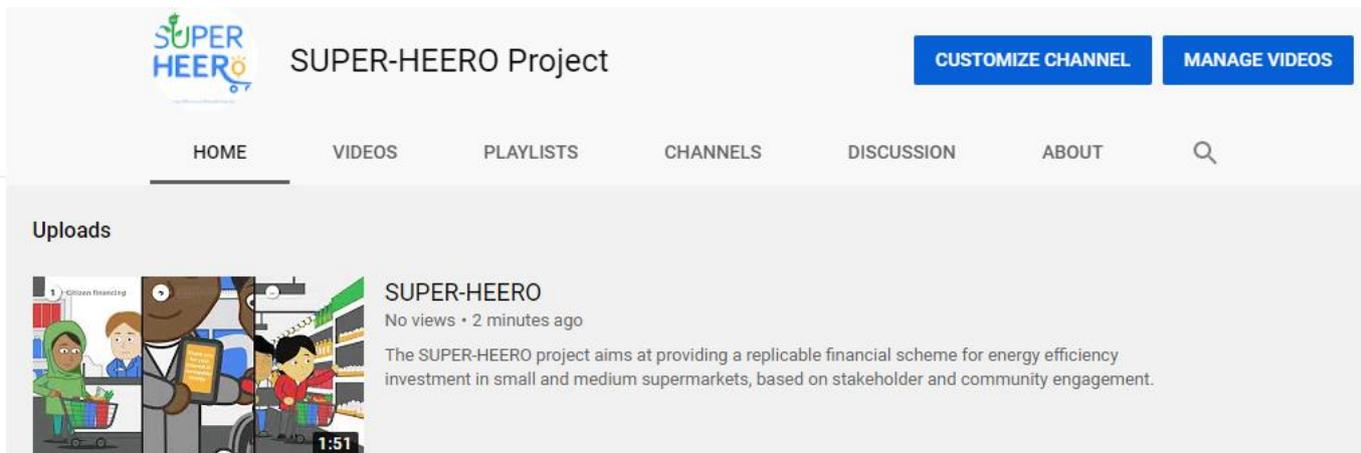


Figure 3: Twitter post about the video



- Via YouTube: a channel was opened specially to share this video and the coming ones.
<https://youtu.be/j84C0w964BQ>

Figure 4: YouTube channel



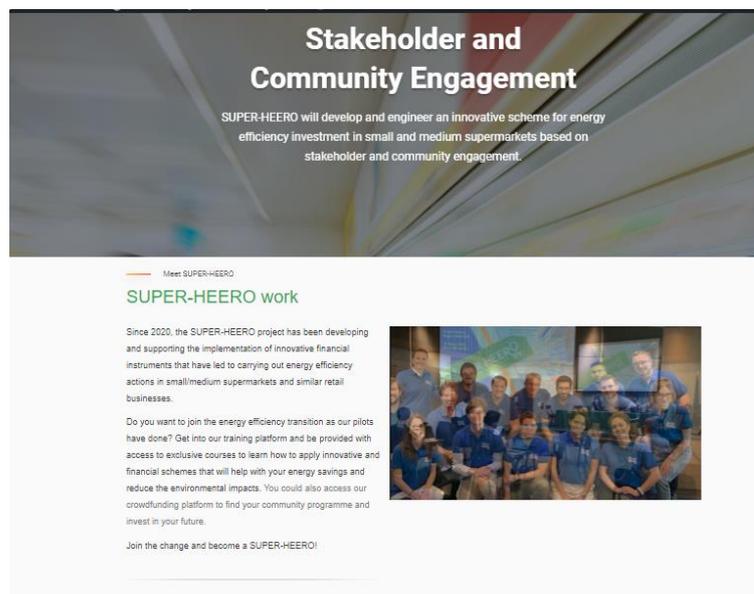
The video was also shared as part of the 2nd project’s newsletter in M12.

3.2. Second Video

The second video was launched on May 30 2023 and it was, first of all, shared internally with all the partners who were encouraged to use their own entity's channels for further dissemination. Then, it was shared externally via the following project channels:

- On the website. The video is embedded in the HOME.

Figure 5: SUPER-HEERO's home with 2nd video



- On May 31, 2023, it will be shared on the social media channels ([LinkedIn](#) and Twitter) of the project.

Figure 5: LinkedIn post about the video

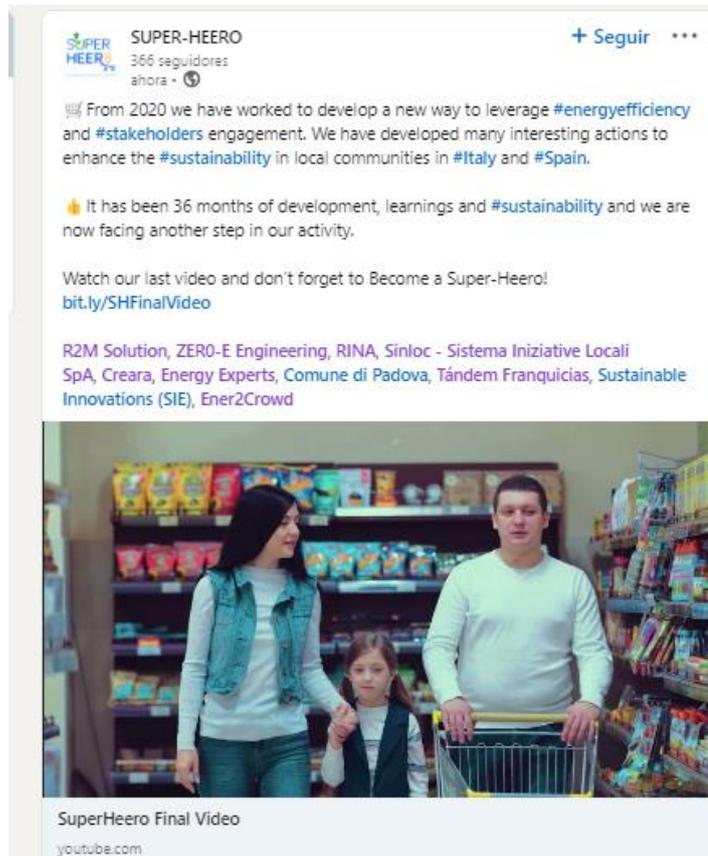
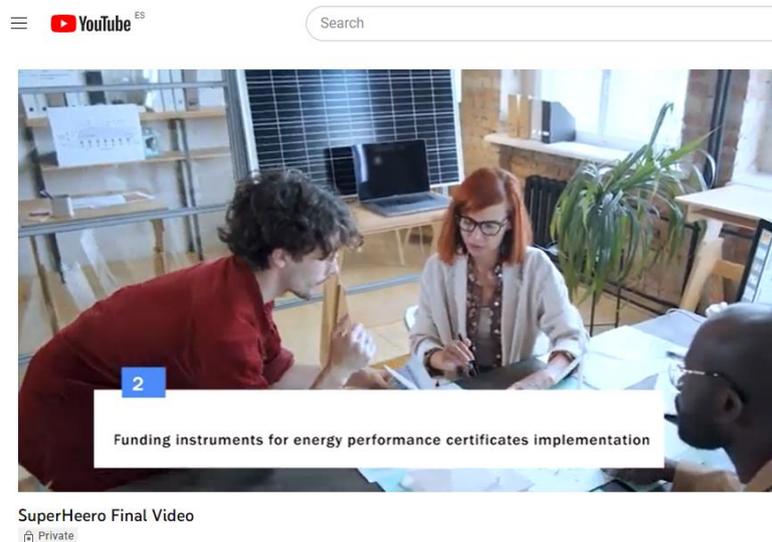


Figure 6: Twitter post about the video



- Via YouTube: continuing the purpose of the channel, that was opened specially to share those videos <https://www.youtube.com/watch?v=v9PHzllfjZo>

Figure 7: YouTube channel with the video



- The video will be also shared as part of the last project's newsletter in M36

4 KPIs

No specific KPI was established regarding the number of views for the videos in the GA. Nevertheless, the video's visualisations and impact will be measured considering the number of people reached, via mailchimp, direct email, and on social media.

This will be boosted by including links and calls to action to watch the videos on social media and on the project website.

5 First video design and layout

The SUPER-HEERO video has been designed following the brand guidelines of the project and respecting its corporate identity with the aim of establishing a recognisable brand. The brand guidelines can be found on Deliverable 5.1 Dissemination and Communication Plan.

The video presents the scope of the project and the most important elements in its development. In this sense, it provides a clear and functional explanation of the most outstanding content of SUPER-HEERO so that all users can understand what it involves. The entire script is included in Annex I.

First of all, the video presents the importance of energy efficiency measures and the impact it can have in the costs of small and medium supermarkets. It then presents the main goals of the project and the engagement methods it will focus on. It finishes with a brief mention of the overall gains

(economic, social and environmental) that the project can lead to, and the acknowledgment of all the partners and the European Commission Horizon 2020 Programme, as well as a call to action to visit the project website.

When elaborating the video, a rationale to ensure inclusiveness was followed. Hence, it has a similar number of male and female characters, representing multiple nationalities and different ages.

Figure 8: Screenshot of 1st video



Figure 9: 2nd Screenshot of 1st video



Figure 10: 3rd Screenshot of 1st video



Additionally, to facilitate engagement from the pilot countries, Spanish and Italian subtitles were added to the video. This increases the reach for phone visualizations and the inclusivity, by allowing people with audition problems, to watch it.

Figure 11: Screenshot of video with Italian subtitles



6 Second video design and layout

The SUPER-HEERO video has been designed following the brand guidelines of the project and respecting its corporate identity with the aim of establishing a recognisable brand. The brand guidelines can be found on Deliverable 5.1 Dissemination and Communication Plan.

The video presents the highlight and progress of the project and the most important elements in its development. In this sense, it provides a clear and functional explanation of the achievements of SUPER-HEERO so that all users can understand what it involves and its upcoming projects, and actions. The entire script is included in Annex II.

The video summarises the institutional relations, local engagement, and project development in the city of Padova, showing several initiatives carried out from M1 to M36. As SUPER-HEERO provides knowledge, there have been used several business and finance, free rights images, that represents the SUPER-HEERO approach for any potential consumer who could watch this video. The final user is another key element represented by a family doing groceries in the supermarket as SH users do. Moreover, the PV installation is the key element of the video, showing the real application of SH to supermarkets, as well as the training and crowdlending platforms. It finishes with a brief mention of the overall gains (economic, social, and environmental) that the project can lead to, and the acknowledgement of all the partners and the European Commission Horizon 2020 Programme, as well as a call to action to visit the project website.

Figure 12: 1st Screenshot of 2nd video



Figure 13: 2nd Screenshot of 2nd video

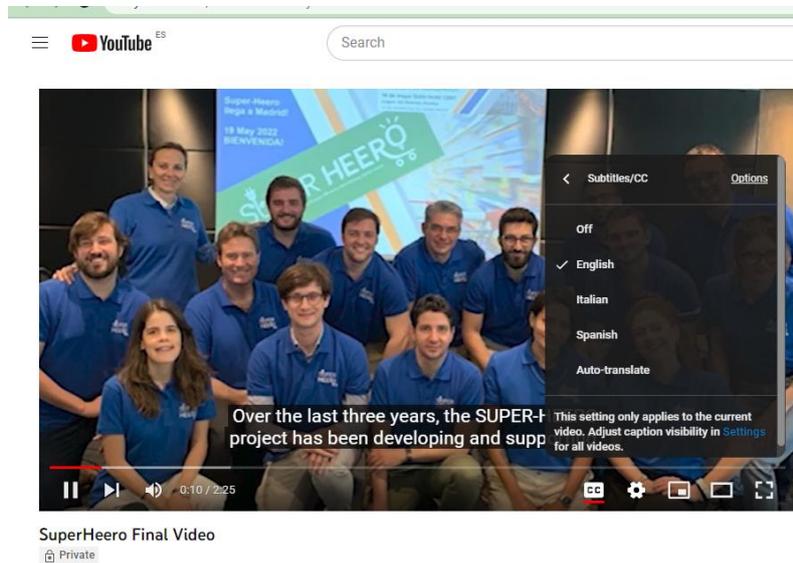


Figure 14: 3rd Screenshot of 2nd video



Additionally, to facilitate engagement from the pilot countries, Spanish and Italian subtitles were added to the video. This increases the reach for phone visualizations and the inclusivity, by allowing people with audition problems, to watch it.

Figure 15: Screenshot of 2nd video with subtitles.



7. ANNEX I: First video script

Scene number	Text	Scene description
1.	Energy efficiency investments are important for the environment, and they're also convenient for expected return and payback times.	<p>The scene opens on a lightbulb in the centre of the screen with a plant growing in it, similar to this image:</p>  <p>At the same time, a stack of coins is growing to the right of the lightbulb to suggest that the plant is growing as more money is invested:</p>

		 <p>When the voiceover says they're also convenient the lightbulb imagery disappears and the stack of coins moves into the centre of the screen.</p> <p>Two arrows animate around the stack of coins, creating a circle similar to a recycling icon (showing continuity).</p> <p>One arrow is labelled Expected returns and the other is labelled payback times.</p> <p>Recycling icon reference:</p> 
2.	<p>However, in the retail sector, it's still difficult to attract private finance to boost the energy transition process on a large scale.</p> <p>Supermarkets are a good example of this.</p>	<p>Cut to a new shot.</p> <p>A top-down view of a map of Europe appears on-screen.</p>

		<p>Icons representing the retail sector (shopping trolleys) pop up all across the map:</p>  <p>Then, when the voiceover says private finance euro symbols appear next to some of the trolley icons, but only around 25% of them.</p> <p><i>Note to animator: this is the style of icons used in SUPER-HEERO's branding. Please replicate this style throughout the animation:</i></p>  <p>When the voiceover says supermarkets we zoom into one of the shopping trolleys with a euro symbol next to it (one in Spain) and transition to that trolley in a supermarket environment:</p> 
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		<p><i>Note to animator: the above reference image is one of the brand's images, so please replicate the blurred effect as if the trolley is in motion.</i></p>
3.	<p>Of the total operating costs of a supermarket, energy can account for between 10% and 15%, which is huge for a business operating with tight margins.</p>	<p>Cut to a new shot.</p> <p>A circle in one of the brand colours appears in the centre of the screen.</p> <p>A legend appears to the right, in the same colour as the pie chart. Next to it is the text: Merchandise, salaries, and more</p> <p>Then, when the voiceover says energy can a 15% portion of the circle changes colour to one of the other brand colours.</p> <p>Add this colour to the legend with the following text next to it: Energy</p>
4.	<p>SUPER-HEERO has developed an innovative, collaborative, and scalable financial scheme based on three methods...</p>	<p>Continuing from the previous scene.</p> <p>The legend fades and the pie chart dynamically disappears off-screen and is replaced with the SUPER-HEERO logo.</p> <p>The logo then shrinks and moves to the top-right of the screen.</p>

		<p>In the centre of the screen, three animated icons appear one by one in a horizontal line in time with the voiceover:</p> <p>Innovative (plant growing in the lightbulb):</p>  <p>Collaborative (hands join together):</p>  <p>Scalable (bars and arrow grow):</p> 
5.	<p>Citizen financing through crowd-funding, co-operative schemes, and gamification strategies built on loyalty programmes in supermarkets.</p>	<p>Cut to a new shot.</p> <p>Begin with a wide shot of an Indian woman standing at a supermarket checkout. She has several reusable bags in her trolley that are filled with food (vibrant, fresh produce) as if she’s just checked them out.</p> <p>There is a young white male character behind the counter wearing a white shirt. The customer holds out her phone and we see it has a barcode on it.</p>

		<p>Cut closer to show the cashier scanning the barcode. A thought bubble appears next to the phone with a colourful graphic that says Congratulations, enjoy 10% off your next bill.</p> <p>Cut back to the wide shot to show both characters smiling (and to set up the shot in scene 8).</p> 
<p>6.</p>	<p>Strategic partnerships with E-S-C-Os and utilities that financially support energy efficiency investments.</p> <p>This is based on the benefits of engaging a large base of energy users through a supermarket's co-operative programme.</p>	<p>Cut to a new shot.</p> <p>The current imagery slides left to make way for the new imagery.</p> <p>A supermarket is on the left and a renewable power plant is on the right to demonstrate the partnership.</p> <p>The solar panels in the image move to the roof of the supermarket, the rest of the renewable energy plant fades away, and the supermarket moves to the centre of the image.</p>

		<p>When the voiceover says this is based zoom/cut to a shot inside the supermarket. A middle-aged Black man and his young daughter are walking with a trolley (the little girl is sitting in the trolley seat). There is a vibrant, animated digital sign in the entrance to the supermarket that says Find out more about renewable energy with a QR code underneath.</p> <p>The male character takes his phone from his pocket and scans the QR code.</p> <p><i>Note to animator, please ensure that the QR code cannot be scanned).</i></p> <p>Renewable power plant:</p>  <p>Digital signage:</p> 
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<p>7.</p>	<p>And, engagement of technology providers in performance-based schemes that allow them to profit from their products and technologies.</p> <p>This is achieved through innovative circular business models like leasing and technology as a service to make the technology more affordable and accessible for supermarkets and similar businesses.</p>	<p>Cut to a new shot.</p> <p>The current imagery slides left to make way for the new imagery.</p> <p>A young couple (Latin male, East Asian female) are in a supermarket setting. The female is holding a shopping basket and the male has a tablet in his hand.</p> <p>We cut closer to the tablet and see the male character tap the screen. The shopping list in the below image appears on a blank black screen (without the aisle in the background). Change the shopping list to:</p> <ul style="list-style-type: none"> ● Eggs ● Flour ● Sugar ● Milk <p>Cut back to a wide shot as the character holds the tablet at the angle in the below image and the aisle appears behind the shopping list.</p> <p>The four tags appear to show where the shopping list items are located and the couple sets off walking down the aisle.</p>
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8.	<p>With these methods, SUPER-HEERO provides an instrument for supermarkets to access the much-needed funding that allows for the implementation of energy efficiency strategies, unlocking potential energy savings of over 40%.</p>	<p>Continuing from the previous scene.</p> <p>Create a three-way split screen with the imagery from scenes 5, 6 and 7 (the imagery is still in motion as if it's continued from the previous scenes).</p> <ul style="list-style-type: none"> ● Scene 5 – the customer is paying for her groceries with cash. ● Scene 6 – a close up of the phone. The display says Thank you for your interest in renewable energy (the colours must match the digital sign in scene 6). ● Scene 7 – the couple has located the eggs and the female is putting a pack in her basket. <p>When the voiceover says access the much-needed funding the scene freezes and greys out. A title appears at the top of the screen:</p> <p>SUPER-HEERO provides an instrument for supermarkets to access much-needed funding</p>

		<p>Underneath the title, a padlock and key icon/graphic appear (the padlock is locked). The padlock says 40% on it.</p> <p>When the voiceover says unlocking the key unlocks the padlock and several euro symbols fly out of the top of it.</p>
<p>9.</p>	<p>This, in turn, would generate economic, social, and environmental gains.</p>	<p>Continuing from the previous scene.</p> <p>The padlock and key move off the bottom of the screen and three of the euro symbols remain in the centre of the screen.</p> <p>One by one, in time with the voiceover, the symbols transform into animated icons to represent the gains to be made from the 40% saving:</p> <p>Economic (a shopping bag):</p>  <p>Social (a plant growing from two hands):</p>

		 <p>Environmental (a recycling bin):</p> 
10.		<p>Cut to a new shot.</p> <p>Show the following logos in the following order:</p>  <p>Logos can be found here:</p> <p>https://www.dropbox.com/sh/33v367gas8gpmiv/AAD41Alt8YzEdhgwDVJhnOTpa?dl=0</p>

11.		<p>Cut to a new shot. End screen.</p> 
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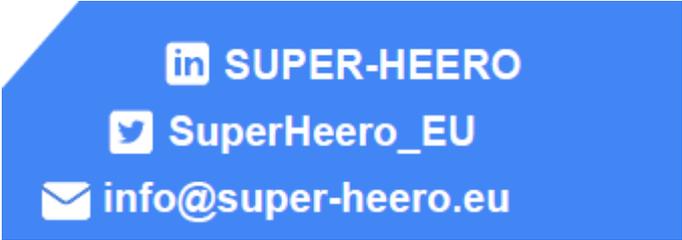
7 ANNEX II: Second video script

Scene number	Script	Scene description
1	SUPER-HEERO – Financial instruments for energy efficiency investments	SUPER-HEERO logo appears with the text Innovative Financial instruments for energy efficiency investments (animated)
2	Over the last three years, the SUPER-HEERO project has been developing and supporting the implementation of innovative financial instruments that have led to carrying out energy efficiency actions in small/medium supermarkets and similar retail businesses.	<p>Showing: OVER THE LAST 3 YEARS</p> <p>Images with transitions</p> 

		  <p>(transition)</p>
3	<p>This SUPER-HEERO financial scheme is mainly based on:</p> <ol style="list-style-type: none"> 1. Reducing upfront cost and thus the investment required for the energy efficiency measures in small/medium supermarkets through technology leasing agreements and 	<p>(The scene starts with a video of a business woman showing a financial planning: https://www.pexels.com/es-es/video/empresario-hombre-persona-mujer-5725960/)</p> <p>WHAT DO WE DO? (scenes with the same look and feel: business and knowledge)</p>

	<p>2. Providing alternative funding instruments to facilitate the implementation of energy performance certificates through the engagement of energy services companies, technology providers and citizens</p>	<p>When it says “financial scheme is mainly based in”, the screen is divided into two parts. Then, the video goes as a blurred background and as it mentions it,</p> <p>on the left side it should appear the text: 1. Reducing the upfront cost for energy efficiency measures (in an animated way)</p> <p>On the right side, the text should be 2. Funding instruments for energy performance certificates implementation (in an animated way)</p>
4	<p>HOW DOES IT WORK?</p> <p>The project has developed a 5-step process that includes:</p> <ul style="list-style-type: none"> • Carrying out energy audits to identify areas of improvement concerning energy efficiency measures. • Setting up the basis of a technical design for improvements and designing a business plan. • Developing a marketing and advertising campaign. • Fundraising through the SUPER-HEERO crowdfunding platform. • Implementing and monitoring different 	<p>(Image of a family)</p> <p>And the five-step process starts to appear in an animated way as a diagram (each point appearing when it is mentioned)</p> 

	energy efficiency measures.	
5	<p>WHO IS BEHIND SUPER-HEERO's SUCCESS? Grupo Covirán, Día, Despar and Naturasì are the Spanish and Italian pilots involved in our set of innovative financial schemes, loyalty programmes and customer rewards</p>	<p>Each of the logos appears when they are mentioned, with the video of the PV installation provided by R2M solution.</p>    <p>We keep the logos as part of a banner while showing the video of the pilots. In the transition, it will appear different business concept videos, in order to maintain the overall look and feel.</p>

6	Do you want to join the energy efficiency transition as they did?	Transition with the main colour and make the letters slowly appear: JOIN US!
7	Train yourself! Get into our training platform and be provided with access to exclusive courses to learn how to apply innovative and financial schemes that will help with your energy savings and reduce the environmental impacts.	(Video-images of the platform) While showing: 1. TRAIN YOURSELF (writing effect) (transition effect slowly)
8	Join the change. Access our crowdfunding platform to find your community programme and invest in your future.	(video images of the platform) While showing: 2. JOIN THE CHANGE (writing effect)
9	If you want to know more about our project, the different measures implemented, our capacity-building initiatives, and much more, follow us on our social media channels and visit our website!	Clip video of the website (home) Social media channels & website info.  <p>https://super-heero.eu/</p>

10	SUPER-HEERO - providing a replicable financial scheme for energy efficiency investment in small and medium supermarkets.	<p>partners' logos appear + H2020 flag and the disclaimer "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 894404"</p>  <p>SUPER HEERO logo closes the scene</p>