

Deliverable Report

Deliverable Title:

D9.4 - SALEMA introductory video

Deliverable No.	9.4
Deliverable nature	Report
Work Package (WP)	9
Task	9.2, Subtask 9.2.3
Dissemination level ¹	PU
Number of pages	8
Keywords	Communication, Video, Multimedia, Content, Youtube
Authors	ESCI
Contributors	EUT
Due date of deliverable	30.11.2021
Actual submission date	30.11.2021

Technical References

Project acronym	SALEMA
Project full title	Substitution of Critical Raw Materials on Aluminium Alloys for electrical vehicles
Call	H2020-SC5-2020-2
Grant number	101003785
Project website	salemaproject.eu
Coordinator	Fundacion Eurecat

¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)



Document history

V	Date	Author (Affiliation)	Actions& Approvals
V1	26.11.2021	Marcell Boviz (ESCI)	Drafting
V Final	30.11.2021	Hannah Arpke (EUT)	Final review and prep for submission

Summary

Dissemination and communication activities are a core part of the SALEMA project and will ensure that the tools and results developed within the project are communicated and support the dissemination and exploitation to relevant target audiences. The consortium aims to maximize the impact of SALEMA through widespread communication actions.

To reach this objective, i.e. to promote the project to both stakeholders, industry representatives and automobile manufacturers, potential early adopters and the general public, several different dissemination and communication tools are required.

As outlined in the Grant Agreement, online multimedia and audiovisual materials – including an introductory video – are part of the communication strategy. The introductory video is for wide, online distribution targeting key audiences as well as the general public.

Disclaimer

This publication reflects only the author's view. The Agency and the European Commission are not responsible for any use that may be made of the information it contains.

Abbreviations

Abbreviation / Acronyms	Description
(A)MGA	(Annotated) Model Grant Agreement
CA	Consortium Agreement
CFS	Certificate of Financial Statement
EAB	External Advisory Board
EC	European Commission
EU	European Union
FP	Framework Programme
GA	Grant Agreement
PSB	Project Steering Board
PMT	Project Management Team
PC	Project Consortium
WP	Work Package
WPL	Work Package Leader



Table of contents

Technical References.....	1
Document history	2
Summary.....	2
Disclaimer	2
Abbreviations.....	2
Table of contents	3
List of tables	3
List of figures	3
1. Introduction and Background	4
2. Activities	4
2.1. Video content and structure	4
2.2. Audio concept.....	6
2.3. Video material	6
2.4. Video URL	7
3. Results	7
3.1. Deviations from plan.....	8
4. Conclusion.....	8

List of tables

Table 1 The structure of footage, narration and message of the introductory video.	4
---	---

List of figures

Figure 1 The SALEMA video on YouTube	7
--	---



1. Introduction and Background

This deliverable *D9.4 Introductory Video* is produced by ESCI. The video has a duration of two minutes 34 seconds. It explains the concept of the SALEMA project, as well as its background and goals while giving clear and simple messages that aim at a wide audience. The video was produced at the beginning of the project (M6) to ensure maximum visibility.

The video is featured on the project's online homepage and will be shown at workshops, webinars, fairs, conferences, or other relevant events and upon request. It is advertised and posted on the social media channels of the SALEMA project on LinkedIn and Twitter. When appropriate, SALEMA partners will also promote and distribute this video via their corporate channels.

The video is accessible on Youtube under the following URL:

<https://youtu.be/pzWathN34R0>

2. Activities

The present introductory video aims to be a teaser, which provides the general framework and basic information about the project, building general awareness about its goals and background. By using non-technical language, the video aims to reach various stakeholders as well as the general public and thus have a wide outreach potential.

The length of the video is kept below 2 minutes and 40 seconds to ensure its maximum effectiveness. The final call to action of the video directs viewers to the project website (www.salemaproject.eu), for more detailed information.

2.1. Video content and structure

Table 1 The structure of footage, narration and message of the introductory video.

Time	Scene	Narration	Message (implication)
00:00	ENVATO Footage & Footage of Partners: footage of Aluminium production; electric car driving on a dirt road. EV battery draining.	Aluminium is one of the lightest metals we have. It is a perfect fit for the automotive industry - especially when we think of electric vehicles!	Basic understanding of the benefits of aluminium for producing car parts.
00:13	Car driving to the distance, electric car charging. Manel da Silva interview footage, (Speaking in Spanish).	"Weight influences fuel consumption. In the electric vehicle, it also influences energy consumption, but above all, it affects the range of the vehicle. And as this is a critical aspect, it is twice as important to reduce the weight as much as possible so that the	Explanation from the point of view of the project's technical coordinator, why aluminium is especially advantageous for electric cars. Lighter weight offers a longer range.



		vehicle can have greater range.”	
00:35	<p>ENVATO Footage: Bauxite mining, extraction, explosion. Industrial mining machines and vehicles.</p> <p>Raw material transportation on vessels.</p> <p>Envato: Scrapyard and scrap metal parts.</p>	<p>Aluminium is not so common in the EU though, and aluminium alloy production needs Critical Raw Materials like magnesium and silicon. Europe relies on imports for all these elements. However, what Europe does have is a lot of recyclable scrap metal, and re-using this is even more energy-efficient.</p>	<p>Background on the European market chain of raw materials and aluminium mining and production.</p> <p>A possible solution to the critical raw material problem: scrap metal.</p>
01:02	<p>Manel da Silva interview footage, (Speaking in Spanish).</p>	<p>“Making one kilogram of aluminium from scrap requires about 5% of the energy that it takes to extract one kilogram of aluminium from the bauxite ore that is mined.”</p>	<p>Benefits of using scrap: environmentally more friendly because its production needs less energy.</p>
01:19	<p>Manel da Silva interview footage, (Speaking in Spanish).</p> <p>ENVATO / Partner’s Footage: Aluminium manufacturing processes</p>	<p>“(…) if we get recycled alloys with higher aluminium content, it will have an impact at the European level in reducing dependence on imported materials from outside the EU.”</p>	<p>The scope and implications of the projects in the future are promising.</p>
	<p>Footage from manufacturing aluminium and Manel talking with a colleague in the laboratory.</p>	<p>(…) we would be able to manufacture it with our own resources, with the scrap of our own vehicles from the European car industry.</p>	<p>Reinforcing the EU’s inner market chains with a circular economy solution</p>
01:40	<p>Partner’s Footage: Selecting aluminium scrap and recycling aluminium.</p> <p>Aluminium car parts production.</p>	<p>The SALEMA project will develop and put into practice a circular economy model for recycling scrap aluminium and re-integrating it into the process of manufacturing primary aluminium for car parts.</p>	<p>Detailing the project’s aims and solutions about the circular economy.</p>



01:54	ENVATO & Partner Footage: aluminium alloys (melted aluminium). Production of aluminium parts for cars.	The goal is to create brand new, high-performance aluminium alloys to be used for structural parts that are tailor-made for electric vehicles.	The focus of SALEMA is to provide high-performance car parts for EVs.
02:04	Production of aluminium parts in factories. Manel da Silva interview footage, (Speaking in Spanish).	“(...) We’re going to use three different processes in the project: die casting, extrusion and stamping. We have industrial partners that use these processes to manufacture parts for the automotive sector.”	Details about the demonstrators, key technologies and the consortium members.
	Cars driving on a countryside road.	With environmentally friendly recycled aluminium for lightweight electric cars, a more sustainable automotive industry will become reality!	Closing summary and large scale project goals.
	Logo & Slogan: “DRIVING SUSTAINABLE ALUMINIUM” & EU Disclaimer		

2.2. Audio concept

For the narration, a clear, female voice was selected. The parts of the interview with the Technical Coordinator, Manel da Silva are only subtitled in English. Additionally, the video includes subtitles for the narration as well ensuring the video is inclusive and reaches everyone.

The background music was chosen to match the technical theme of the video.

2.3. Video material

Since the Corona pandemic started in March 2020 in Europe, travel has been very restricted. With the project starting in May 2021, it was still not clear when the ESCI video team would have been able to travel to fulfil video production, for example at the coordinator’s location in Spain or the demonstrator sites later. To be able to gather sufficient video footage for the concept video, project partners were asked to send ccO free video footage to ESCI for making the introductory video. Finally, parts of the footage from the partners are used in the introductory video.

To extend the amount of video footage and elevate the quality of material, ESCI decided to shoot a video interview at the premises of the coordinator team (EUT) in Spain. Parts of this interview were



used to generate a stronger and easily understandable message while presenting an important member of the coordination team. The rest of the footage was selected and acquired from the Envato platform (<https://envato.com/>)

2.4. Video URL

The video is available on Youtube under the following URL:

<https://youtu.be/pzWathN34R0>

3. Results

The SALEMA introductory video was finished at the end of October and published on Youtube on the 9th of November together with social media visibility generated on LinkedIn and Twitter the same day. Project partners were also notified to promote the video on their corporate and personal channels. This way ESCI ensured maximum engagement and visibility for the introductory video.

As a result, less than three weeks later, at the time of writing this report, the video already achieved close to 1300 views on Youtube.

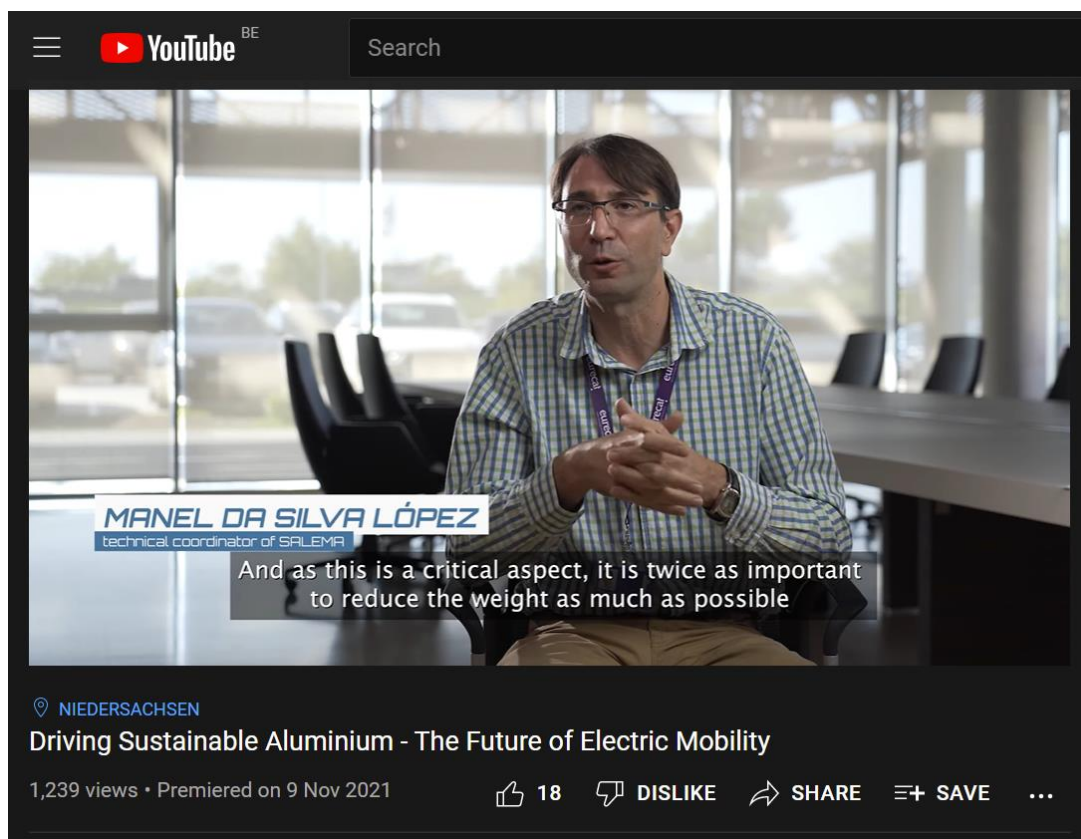


Figure 1 The SALEMA video on YouTube



3.1. Deviations from plan

After having the possibility to record more footage with the video interview in Spain, the deadline of the Deliverable Report was extended with the approval of the Project Officer in order to enhance the quality of the deliverable. Nevertheless, the introductory video had already been ready for the end of October and published on the 9th of November.

4. Conclusion

The online communication material detailed in this deliverable aim to provide an output of engaging and clear content to make target audiences aware of the project strategies and aims. Target audiences shall further be informed, engaged, and committed to new business models and opportunities resulting from the SALEMA project through this tool.

The described introductory video is part of the wider collaboration of communication and dissemination detailed in the Grant Agreement. It will ensure that the project concept, activities, and results are communicated to potential target audiences and other relevant stakeholders clearly and consistently. In the longer term, the communication activities aim to maximise the opportunities for the exploitation of project results at the European and national levels.

