

intoDBP

Title: intoDBP Video

Deliverable 7.3: intoDBP Video

WP7: DISSEMINATION, EXPLOITATION, COMMUNICATION & INTEGRATION - Communication, dissemination, and business opportunities

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Date: 16/05/2024



Funded by
the European Union

GRANT AGREEMENT NUMBER	101081728		
FULL TITLE / ACRONYM	intoDBP: Innovative tools to control organic matter and disinfection byproducts in drinking water		
START DATE	01/12/2022	DURATION	48 months
END DATE	30/11/2026		
PROJECT URL	www.intodbp.eu		
DELIVERABLE	Deliverable 7.3: intoDBP Video		
WORK PACKAGE	7		
CONTRACTUAL DATE OF DELIVERY	31/05/2024		
ACTUAL DATE OF DELIVERY	31/05/2024		
NATURE	DEC	DISSEMINATION LEVEL	PU
LEAD BENEFICIARY	Water Europe		
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ABSTRACT	This deliverable provides an overview on the project's video, its storytelling and foreseen dissemination.		

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EXECUTIVE SUMMARY

The deliverable D7.3 'intoDBP Video' is developed within the Work Package WP7 'DISSEMINATION, EXPLOITATION, COMMUNICATION & INTEGRATION - Communication, dissemination, and business opportunities' that focuses on maximising the impact of the project by raising awareness, communicating around the project activities and disseminating results. To this end, a 3-minute video is developed, summarizing the challenges the intoDBP project addresses, the project's objectives and expected results.

This document, in particular, aims to give an overview of the purpose, all the steps of the intoDBP video development process as well the final result and the dissemination campaign. After the introduction on this deliverable's purpose, Chapter 2.0 offers us a complete picture of the video development process, starting from the concept and rationale behind the development of the video script, as presented in chapter 2.1, the video script adopted and followed for the development of the video, featured in chapter 2.2 and the timeline for realisation of the video in chapter 2.3.

Following this, Chapter 3.0 focuses on which target audiences the video will manage to reach through its wide dissemination and how the video will be used and disseminated across the different channels. The deliverable closes with Chapter 4.0 which summarises all the key points presented in the previous chapters, giving us a quick glimpse of the deliverable's main conclusions around the importance of the project's video, its use and dissemination, as well as the target audiences intended to be reached.

1.0 INTRODUCTION

To maximise the long-term impact of intoDBP, a set of communication tools and strategies will be developed and adopted to address relevant stakeholders. To reach out to these stakeholders, intoDBP will use three relevant types of dissemination: online communication, non-electronic communication, and physical interactive communication.

With regards to the online communication, this deliverable introduces us to the development of the project video as an effective, engaging and impactful tool designed to strengthen the project's dissemination efforts and enhance its online visibility across various platforms.

The aim of this deliverable is to provide a comprehensive overview of the video development process, starting from the rationale behind the video script developed to how it will be disseminated across different channels and networks. The chapters and sections of this deliverable are outlined in detail in the list below:

- 2.0 Video Script Development
 - 2.1 Rationale of the video script
 - 2.2 Video Script
 - 2.3 Timeline for the realisation of the Video Script
- 3.0 Video Use & Dissemination
- 4.0 Conclusions

2.0 VIDEO SCRIPT DEVELOPMENT

2.1 *Rational of the video script*

In today's world, ensuring access to safe and clean drinking water is more complex and critical than ever. For over a century, chlorine has been a cornerstone of public health, drastically reducing the spread of waterborne diseases. However, chlorine disinfection is not without its challenges in the drinking water treatment process.

The intoDBP video script revolves around three main storytelling pillars:

Targeted challenges: The first pillar addresses the challenges that the intoDBP project targets. When chlorine is used to make our drinking water safe, it reacts with natural substances like leaves and vegetation present in the water, creating chemicals known as Disinfection By-Products (DBPs). Long-term exposure to certain DBPs can increase health risks, and this is where the intoDBP project steps in with its innovations.

Innovative interventions: The second pillar highlights how the project aims to intervene by introducing cutting-edge approaches and technologies designed to safeguard our water resources. The interdisciplinary collaboration within the project is emphasized, referring to the expertise of the diverse consortium and its 16 partners. This part of the

video also indicates the exact locations where the project's technologies will be tested and implemented.

Outcomes: The third and final pillar of the intoDBP video storytelling addresses the overall impact and outcomes expected from the project, and invites viewers to join the journey of the project, by following the project's official channels, website and social media.

With these three pillars, the script makes a transition from identifying a critical challenge for drinking water to highlighting how the intoDBP project will contribute to overcoming this challenge. This creates a visually attractive story that is easily understandable for a wide audience, while providing information on the project, the consortium and the locations where its technologies will be implemented. Overall, the story aims to capture the attention of all the project's target audiences by presenting the information concisely, digestibly, and in a visually appealing format.

2.2 Video Script

The text below features the script that was followed for the project's video:

Challenges addressed

- In today's world, ensuring access to safe and high-quality drinking water is more complex and critical than ever.
- For over a century, the application of chlorine for water disinfection has been important in public health, drastically reducing the spread of waterborne diseases such as typhoid and cholera. However, it's not without its challenges.
- When we use chlorine or other chemical disinfectants to make our drinking water microbiologically safe, it reacts with various natural substances like those present in leaves and vegetation in water. This reaction creates chemical compounds called Disinfection By-Products (DBPs).
- Research has shown that long-term exposure or consumption to certain DBPs at high concentrations could increase health risks.
- Climate change and urbanization amplify these health risks.

How the project will intervene?

- This is where intoDBP EU funded project steps in.
- We aim to pioneer, introduce, and evaluate cutting-edge approaches and technologies designed to safeguard our water resources.
- By focusing on minimizing the occurrence of DBPs without compromising the safety of our water, intoDBP is committed to securing a healthier future for our communities.
- With a consortium of 16 partners, including researchers, small and large enterprises, communication experts and public services, we join forces to generate interdisciplinary solutions, that will result in a renewed perspective of drinking water surveillance.
- intoDBP will test treatment technologies and on-line sensors in 4 case studies across the EU (2 in Spain, 1 in Ireland and 1 in Cyprus), each one presenting unique challenges in both rural and urban areas.

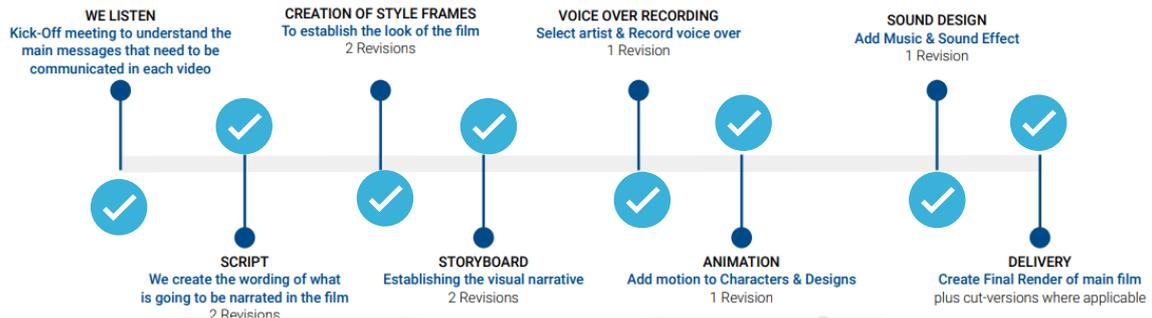
What are the project's outcomes?

- Our outcomes are clear: enhancing drinking water quality by protecting source water, optimizing treatment processes, and introducing an effective monitoring strategy.
- Through innovation and collaboration, the project will contribute to a future where clean, high quality and thus safer drinking water is a global reality.
- Join our sustainable journey on social media (Twitter & LinkedIn) and visit our official website.

2.3 Timeline for the realisation of the Video Script

The timeline followed for the realisation of the video was as follows:

THE CREATIVE PROCESS



Once the script was approved, a storyboard was drawn to illustrate in a catchy way the main messages from the script. Based on the approved storyboard, the final video was produced.

Below some screenshots of both the storyboard and the final video.

SHOT PLANO	01	SHOT PLANO	02	SHOT PLANO	03
	VOICE OVER <i>LOCUCIÓN</i> -	VOICE OVER <i>LOCUCIÓN</i> In today's world, ensuring access...	VOICE OVER <i>LOCUCIÓN</i> ...	VOICE OVER <i>LOCUCIÓN</i> ... to safe and high-quality drinking water is more complex and critical than ever.	
	DESCRIPTION <i>DESCRIPCIÓN</i> Animation of the intoDBP logo.	DESCRIPTION <i>DESCRIPCIÓN</i> The magnifying glass from the logo comes into frame and rotates, creating the effect of the appearance of a conceptual planet.	DESCRIPTION <i>DESCRIPCIÓN</i> The magnifying glass spins again and bubbles appear. In the center, we see inside it a tap pouring water into a glass.	DESCRIPTION <i>DESCRIPCIÓN</i> The magnifying glass spins again and bubbles appear. In the center, we see inside it a tap pouring water into a glass.	
	CAPTIONS <i>GRAFISMOS</i> -	CAPTIONS <i>GRAFISMOS</i> -	CAPTIONS <i>GRAFISMOS</i> -	CAPTIONS <i>GRAFISMOS</i> -	

SHOT PLANO 04



VOICE OVER LOCUCIÓN

-

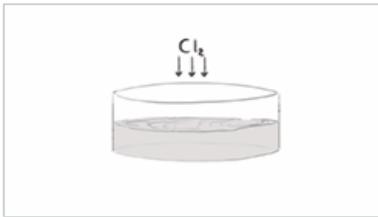
DESCRIPTION DESCRIPCIÓN

The magnifying glass rotates, transforming into a water tank.

CAPTIONS GRAFISMOS

-

SHOT PLANO 05



VOICE OVER LOCUCIÓN

For over a century, the application of chlorine for water disinfection...

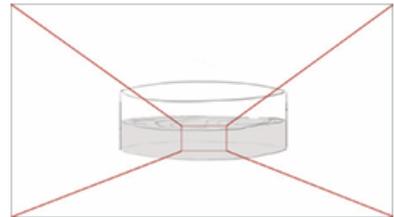
DESCRIPTION DESCRIPCIÓN

We see how, through graphics, Cl₂ is added to the water in the tank.

CAPTIONS GRAFISMOS

-

SHOT PLANO 06



VOICE OVER LOCUCIÓN

... has been important in public health, ...

DESCRIPTION DESCRIPCIÓN

Zoom IN on the water.

CAPTIONS GRAFISMOS

-

SHOT PLANO 07



VOICE OVER LOCUCIÓN

...drastically reducing the spread of waterborne diseases such as typhoid and cholera.

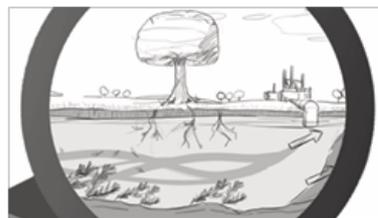
DESCRIPTION DESCRIPCIÓN

Close-up of bacteria disintegrating.

CAPTIONS GRAFISMOS

-

SHOT PLANO 08



VOICE OVER LOCUCIÓN

-

DESCRIPTION DESCRIPCIÓN

Zoom out to the magnifying glass. Inside it, we see a cross-section of a river with water being collected by a pipeline from a treatment plant.

CAPTIONS GRAFISMOS

-

SHOT PLANO 09



VOICE OVER LOCUCIÓN

However, it's not without its challenges.

DESCRIPTION DESCRIPCIÓN

Zoom in inside the magnifying glass to the water pipeline.

CAPTIONS GRAFISMOS

-



3.0 VIDEO USE AND DISSEMINATION

The intoDBP project has diverse types of stakeholders, as local, regional and EU policy makers, local authorities, specialised agencies, water industry, technology developers, academics and researchers, international networks, as well as civil society organisations and the general public. The video produced aims at being a powerful tool that will manage to reach out to all the stakeholder groups categories, as defined in the dissemination tools and stakeholders' matrix featured in the Communication and Dissemination strategy of the project.

Tools	Regional & local policy makers	Local authorities	Water industry	Specialised agencies	Technology developers	Academics and researchers	International networks	Civil society organisations	General public
intoDBP video	✓	✓	✓	✓	✓	✓	✓	✓	✓

To properly promote and disseminate the video as widely as possible, a number of dissemination tactics will be followed:

- The video will be uploaded on intoDBP's project's official website.
- The link of the video will be disseminated through the project's social media: X/Twitter and LinkedIn.
- The video will be uploaded and featured on the Water Europe's YouTube channel.
- A dissemination will be shared with the whole consortium via email to ensure everyone is aware and acts as intoDBP ambassadors re-sharing the video through their networks.

The dissemination toolkit features both the visual and the corresponding draft texts for social media that partners can edit and reshare through their channels. The dissemination toolkit is featured in the annex of this deliverable.

In addition, the project's video is intended to be featured through the intoDBP annual newsletter and will be also used in events and meetings where intoDBP partners may need to present the project. The video could function as a short and engaging introduction to the project that enables participants to learn about the project in only a few minutes.

4.0 CONCLUSIONS

This deliverable aspired to present the journey of the development of the intoDBP video from the conception of the script's idea and the storytelling pillars as presented in the chapter 2.1, to the script adopted and followed in the chapter 2.2 and timeline for the script realization in 2.3. As featured in chapter 3.0, the intoDBP video will manage to reach all the targeted audiences of the project, while the ways that the video will be used are also specified, along with the measures that will be taken to ensure its maximum dissemination through different channels.

With this report, it has become evident that the project video intends to succeed in presenting the big picture of the challenge that the intoDBP project addresses, together with the specific details and information on how the project will achieve this and what our followers and target audiences should be expecting from us. This has been done in a concise, short, and engaging format that can be easily understood by all the types of the intoDBP audience.

To conclude, the project's video strengthens the digital dissemination efforts of the project, adding a captivating and effective tool to the online tools available for the project. A tool that will benefit the project, not only by making it easy for the audience to understand the intoDBP project but also interesting to engage with it.

ANNEX: intoDBP Video – Dissemination toolkit

LinkedIn Post

 New Video Alert! 

We are thrilled to announce the release of our intoDBP video, addressing the critical challenge of ensuring safe drinking water. Learn about the issues with chlorine disinfection by-products (DBPs) and how the intoDBP EU project is pioneering solutions to safeguard our water resources.

 Watch the video: (link)

 Join us on this journey towards a healthier, cleaner future for all. Like, comment and share the post!

#WaterQuality #Innovation #PublicHealth #intoDBP #CleanWater #drinkingwater

Partners to tag

@Catalan Institute for Water Research (ICRA) | @University of Cyprus | @Università di Catania | @Dublin City University | @Barcelona Institute for Global Health (ISGlobal) | @The Hebrew University of Jerusalem | @Water Europe | @Canal de Isabel II | @s::can | @Virginia Tech | @University of South Australia | @KIOS Research and Innovation Center of Excellence | @CSIC

Twitter/X Post

 New Video Alert! 

  Discover how the @intoDBP EU project tackles the challenge of chlorine disinfection by-products (DBPs) in #drinkingwater.

 Watch the official video: (link)

#WaterQuality #PublicHealth #CleanWater

Partners to tag

@IcraWater | @UCYOfficial | @unict_it | @DCU | @ISGLOBALorg | @H20EU | @HebrewU | @scanGmbH | @virginia_tech | @UniversitySA | @KIOSCoE | @NireasiWRC | @CSIC

Visuals

Download the banner below



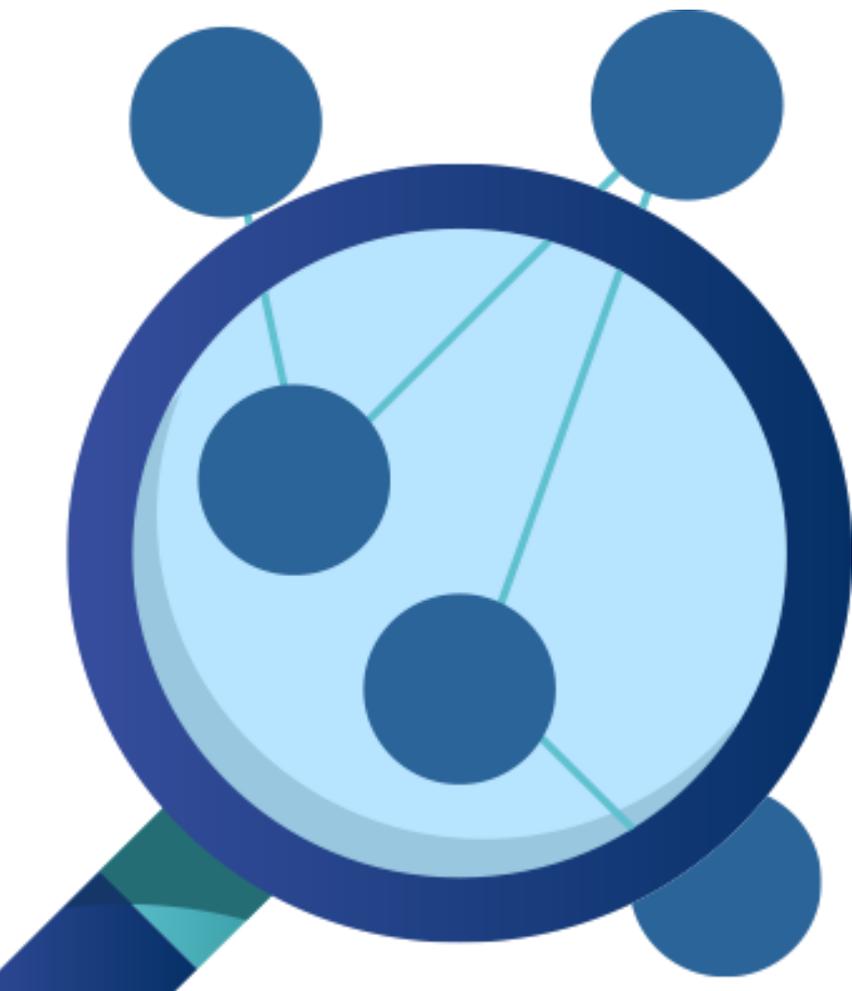
Download the GIF below



intoDBP will create innovative tools and strategies to improve water quality management for safe human use and a healthy environment. It focuses on catchment protection and forecasting, transformative drinking water treatment, and real-time monitoring to combat the effects of climate and global change. In particular, intoDBP focuses on pollution and risks related to disinfection byproducts (DBPs). By developing and applying advanced, integrated, and cost-effective sensors and analytical methods, intoDBP will expand knowledge on water quality and DBP precursors to better understand its formation and human exposure in Europe. intoDBP monitoring results will feed into numerical forecasting tools to predict source water changes and formulate climate change adaptation pathways at catchment and treatment scale. intoDBP also develops transformative options for advanced and cost-effective upgrade of water treatment and disinfection.

In the intoDBP consortium researchers, small and large enterprises, communication experts and public services join forces to generate interdisciplinary solutions, that will generate a renewed perspective of drinking water surveillance, support decision-making and governance, and increase system resilience. intoDBP will implement and validate its cross-cutting products in four complementary case studies from three European countries where compliance with DBP regulation currently is an acknowledged challenge. The direct and visible positive impact of intoDBP in the case studies will foster rapid product adoption at a European and global scale, thus strengthening Europe's position and role in the global water market.

Reaching out beyond the water sector itself, intoDBP will directly engage society through surveys to analyze exposure to DBPs, collect data about catchment protection initiatives, create awareness and promote sustainable consumer behavior such as reducing bottled water consumption.



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