



F I R E

European Forum for Earth Observation

D5.3 FIRE Videos

WP5 – Impact maximisation

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Executive Summary

This deliverable *D5.3 FIRE Videos* accompanies a set of eight (8) videos produced to promote the FIRE project, its achievements, and in particular the benefits of Earth Observation solutions in the light of sectorial challenges. All FIRE Videos referred to in this are organised in the [FIRE YouTube channel](#) and featured on the [FIRE website](#).

This report provides an overview of the following elements:

- General context for the creation of the videos, change of strategy imposed by the COVID-19 pandemic and an overview of the produced elements (Chapter 1)
- The rationale behind the videos, the aims and objectives of the set of videos (Chapter 2)
- Definition of the target audience (Chapter 3)
- Artistic and content principles of the video series (Chapter 4)
- Detailed list of the videos produced, their utilization for promotional efforts, channels and first statistics

This Deliverable and the production of FIRE videos should be seen in the general context of the Work Package 5 – Impact maximisation, as well as the deliverable *D5.1 Communication Strategy and Action Plan*.

1 Context for the creation of the videos

FIRE Videos were an important set of tools contributing to the objectives of the Work Package 5 – Impact Maximisation and the Task 5.1 Strategic communication and dissemination, as outlined in the deliverable *D5.1 Communication Strategy and Action Plan*.

FIRE video production process took into account the general context of the project and the following **three main objectives of the Work Package to help maximise the FIRE outreach and impact**:

- FIRE videos were designed to become an important support tool to **improve the communication and outreach campaign** and **help reaching a wide audience** (1);
- The videos feature all main components of the FIRE project, including the selected **EO Evangelists**, therefore also **supporting the EO Evangelist programme efforts** (2);
- All FIRE videos will remain online and be publicly available beyond the lifetime of the project with the informative content of the six sectoral videos being valuable and can be re-usable by FIRE consortium, sector leads, focus group participants, and other Earth Observation or sectoral actors in the future, therefore improving the **sustainability of the results** of the FIRE project (3).

Adjusted strategy due to COVID-19

FIRE Video production was directly impacted by the pandemic of COVID-19. As the FIRE Forum 1 took place entirely online, one of the initially planned videos would not have had the necessary quality and attractiveness. Therefore, the strategy changed for this video (“Promotional video after FIRE Forum 1”) as follows:

- A promotional video was produced before (and not after) the FIRE Forum 1, considering the lack of video opportunities in an online event and aiming at attracting further participants instead.
- The subcontracting budget was used to produce **an explanatory animated video**.
- The new explanatory animated video had a triple purpose: 1) it explained the work done by the FIRE project in an attractive way, 2) it was used to promote the FIRE Forum 2, and 3) as an introduction to the conference on the day of the FIRE Forum 2.

Overall, in line with the Grant Agreement (GA), **eight (8) videos** were produced as a subcontracted package, while **one (1) additional simple video** was produced in-house as part of the communication efforts. The following table (Table 1) provides an overview of the planned and produced videos.

Table 1: Adjustments of FIRE Video strategy due to COVID-19

Planned	Description from the GA	Produced ¹
1. Promotional video after FIRE Forum 1	Two promotional videos will be produced after each FIRE event. The videos will be targeting the greater value chain (i.e. non-technical language) providing an attractive narrative around the work of FIRE and the benefits of EO for daily life in general.	1.a Promotional video before FIRE Forum 1
2. Promotional video after FIRE Forum 2		1.b Explanatory animated video
3. Sectorial videos (6 videos – one for each sector)	In addition, six high-quality “testimony” videos will present the real-life experience of a representative of each downstream sector.	2. Promotional video after FIRE Forum 2
		3. Sectorial videos (6 videos – one for each sector)

¹ Changes marked in turquoise.

2 Why: the rationale behind the video creation

The video package had a set of defined objectives which are listed below:

- To **promote the FIRE project, its aims, activities, and results**:
 - The **aim** of the FIRE project is to shape the Research and Innovation Strategy for Earth Observation (EO) solutions in Europe.
 - The project focuses on Earth Observation applications in **6 sectors**: agriculture, raw materials, infrastructure, marine and maritime, urban development, and wind energy.
 - Fostering the **user dialogue** is both a core value and a strategy for the FIRE project. It is important because a crucial objective of the project is to help people from the target sectors learn how Earth Observation can help them and start to use this technology.
 - **Promoted project results include**:
 - 2 x 6 **focus group** events (two events for each of the six sectors) in Autumn 2020 and Winter/Spring 2022 with key users across the value chain of each sector,
 - 2 x **FIRE Forum events** (each following a round of Focus Group Events) attracting users, service providers, and policy makers,
 - **“EO Evangelist”** (or “EO Ambassadors”) programme where EO-based solutions are promoted by so-called “evangelists”, EO experts recognised within FIRE’s six focus sectors able to “translate” capabilities and potential benefits of EO to users in these sectors,
 - **Roadmap** for Research and Innovation of the European Earth Observation
- To **inform and attract attendants to the FIRE Forum events**.
- To **highlight the benefits of using Earth Observation in the six target sectors, visible to a broader audience**.
- To promote **how EU funds (Horizon 2020 programme) contribute to the Research and Innovation**, leveraging investments for the benefit of society and economy.

3 Who: defining the target audience

The target audience of the video package was defined as follows:

- Main audience: **professionals from the 6 target sectors**. The videos aimed to inspire this audience to follow FIRE, attend FIRE Forum I and II, and **learn (more) about the potential of Earth Observation in their sector with the goal to engage them and to generate uptake of EO usage in their sectors**.
- Secondary audience: Earth Observation professionals and the public.

4 How: guiding principles for the video production

The following guiding principles were respected throughout the different produced videos:

- Clear, easy to follow, but complete presentation of FIRE project and its aims (user-centric approach)
- Emphasis on the target sectors and how Earth Observation addresses challenges in these sectors
- Call to action and/or promotion of the FIRE website and social media channels

- Respecting the FIRE visual identity:
 - Logo, colour scheme, fonts, photos used for each sector, icons, etc.
 - FIRE logo always visible in a corner
- Acknowledgment of the EU funding received: <EC icon> followed by the phrase: *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869634."* Used at the end of each video.
- Materials used in the videos:
 - Custom-drawn animations enhancing the understanding of the concepts explained
 - Interview footage and quotes from the FIRE community and audience
 - Background music and/or voiceover to improve the readability and understanding
 - Subtitles, titles, and other graphical elements aiming at comprehensiveness and barrier reduction



Figure 1: Selection of frames from FIRE video package

5 What, when: video package promotion

Table 2 below summarises the video package and lists all videos, indicating their title, length, featured speakers, promotional channels used. All FIRE Videos referred to in this deliverable as well as other audio-visual results (e.g. recordings of FIRE Forum I and FIRE Forum II, promotional video of the “EO Evangelists” programme applications) of the FIRE project are organised in the [FIRE YouTube channel](#) and featured on the [FIRE website](#). Please see ANNEX I for some screenshots from these videos.

Table 2: FIRE video list, promotion and views to date

Video Title	Link	Length, min	Premiere (planned)	Promotion channels (tbc)	Views to date ²	Featured speakers
1.a Promotional video before FIRE Forum 1	Link	0:28	3 June 2021	LinkedIn (paid campaign), YouTube	LinkedIn n/a YouTube 13	n/a
1.b Explanatory animated video	Link	1:20	8 June 2022	FIRE Forum II event, LinkedIn , Twitter , YouTube, website	Event 591 Twitter 572 LinkedIn 245 YouTube 95	n/a
2. Promotional video after FIRE Forum 2	Link	3:10	15 July 2022	LinkedIn , Twitter , YouTube, website	Twitter 59 LinkedIn 472 YouTube 118	Seven speakers, including three EO Evangelists, one sector lead, FIRE project coordinator and team member, attendee ³
3.a Sectorial video: Agriculture	Link	2:20	12 Oct 2022 (event)	COPA COGECA’s Farmers Congress 2022, LinkedIn , Twitter , YouTube, (website)	Event 355 Twitter 175 LinkedIn 442 YouTube 6	Ilias Pechlivanidis, Agriculture EO Evangelist
3.a Sectorial video: Infrastructure	Link	2:28	20 Oct 2022 (event)	European Commission’s High Level Construction Forum, LinkedIn , Twitter , YouTube, (website)	Event 90 Twitter 133 LinkedIn 148 YouTube 12	Lucy Kennedy, Infrastructure EO Evangelist

² Views gathered on the 26th of October 2022. Please note that YouTube currently serves as an online storage environment, while direct promotion is done by showing the videos at events and/or by attracting viewers via other communication channels (i.e. LinkedIn, Twitter) rather than YouTube.

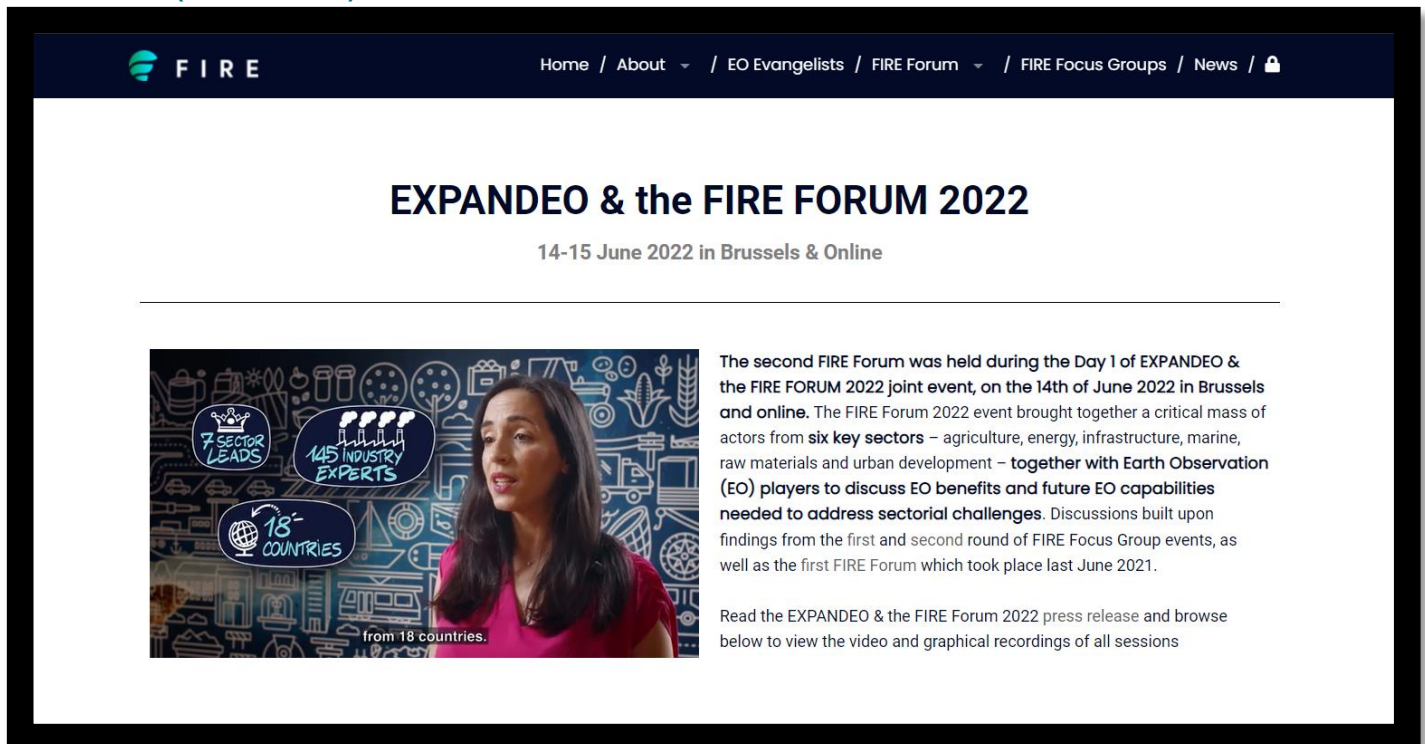
³ List of speakers: Natassa Antoniou, FIRE Project Coordinator, EARSC
 Lefteris Mamais, Co-Founder & Director, Evenflow
 Evangelos Gerasopoulos, Urban Focus Group Lead, Research Director at IERSD/NOA
 Lucy Kennedy, Infrastructure EO Evangelist
 Ilias Pechlivanidis, Agriculture EO Evangelist
 Eduard Escalona Zorita, Space Downstream Market Officer, EUSPA
 Irene Benito, Raw Materials EO Evangelist

Video Title	Link	Length, min	Premiere (planned)	Promotion channels (tbc)	Views to date ²	Featured speakers
3.a Sectorial video: Marine and Maritime	Link	2:46	26 Oct 2022	(Sustainable Oceans Summit, LinkedIn, Twitter, YouTube, website)	n/a	Eva Maria Haas, Marine EO Evangelist Juan Peña Ibáñez, Maritime EO Evangelist
3.a Sectorial video: Wind energy	Link	2:19	(2 Nov 2022)	(Event, LinkedIn, Twitter, YouTube, website)	n/a	Miriam Gonzalez, Wind energy EO Evangelist
3.a Sectorial video: Raw materials	Link	2:14	(9 Nov 2022)	(EIT Raw Materials WEEK, LinkedIn, Twitter, YouTube, website)	n/a	Irene Benito, Raw Materials EO Evangelist
3.a Sectorial video: Urban development	Link	2:44	(14 Nov 2022)	(Urban Mobility World Congress, LinkedIn, Twitter, YouTube, website)	n/a	Remco Timmermans, Urban development EO Evangelist

Annex I

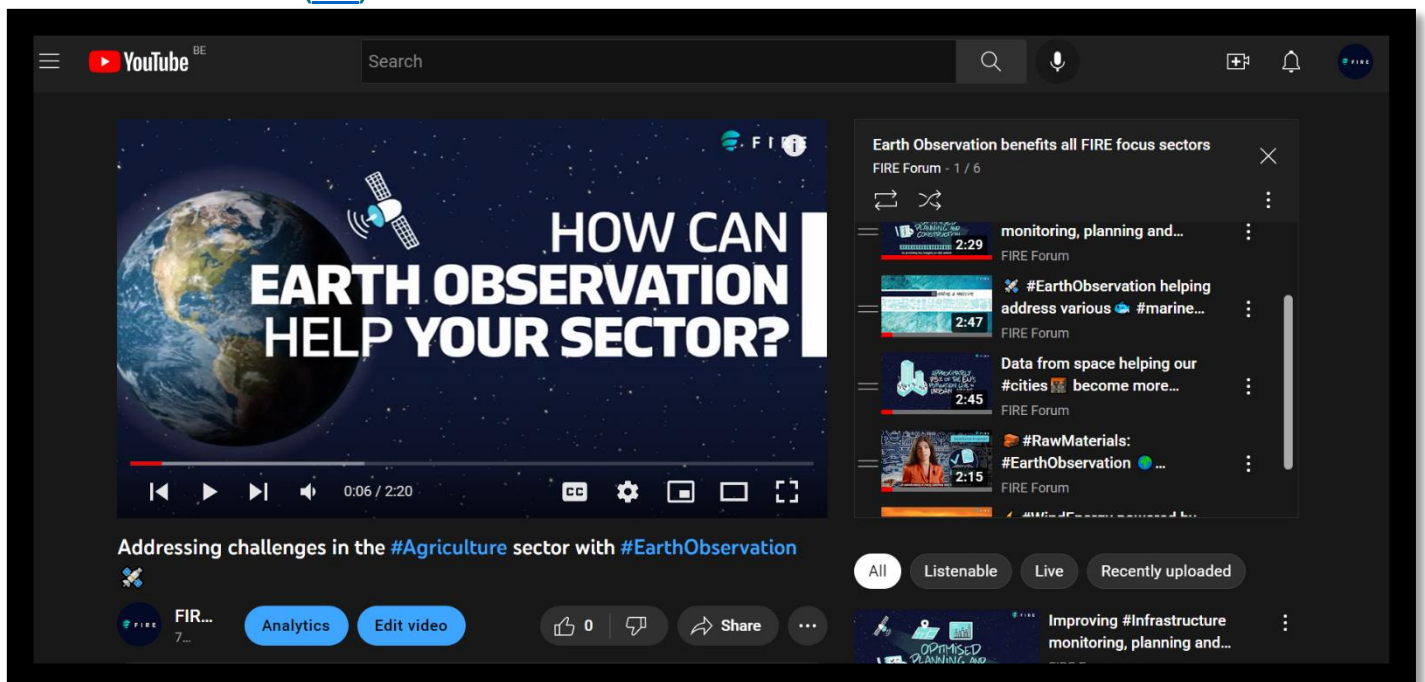
Screenshots of videos and their visibility on FIRE communication channels:

FIRE website (fire-forum.eu)



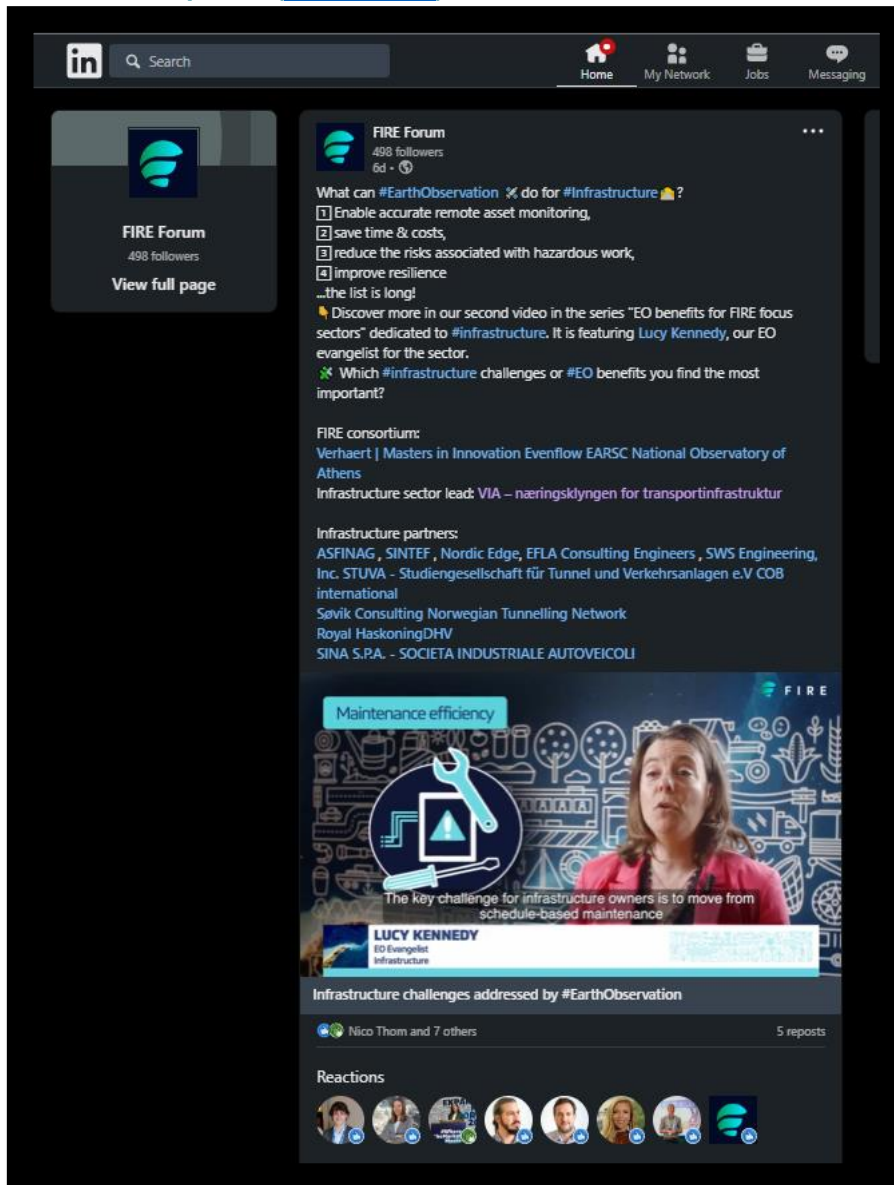
The screenshot shows the FIRE website homepage. The header includes the FIRE logo and navigation links: Home / About / EO Evangelists / FIRE Forum / FIRE Focus Groups / News. The main content area features a large banner for 'EXPANDEO & the FIRE FORUM 2022' held on 14-15 June 2022 in Brussels & Online. Below the banner is a video player showing a woman speaking in front of a blue background with icons. To the right of the video, there is a text block describing the event: 'The second FIRE Forum was held during the Day 1 of EXPANDEO & the FIRE FORUM 2022 joint event, on the 14th of June 2022 in Brussels and online. The FIRE Forum 2022 event brought together a critical mass of actors from six key sectors – agriculture, energy, infrastructure, marine, raw materials and urban development – together with Earth Observation (EO) players to discuss EO benefits and future EO capabilities needed to address sectorial challenges. Discussions built upon findings from the first and second round of FIRE Focus Group events, as well as the first FIRE Forum which took place last June 2021.' Below this text, there is a link to read the press release and browse video and graphical recordings.

FIRE YouTube Channel (link)

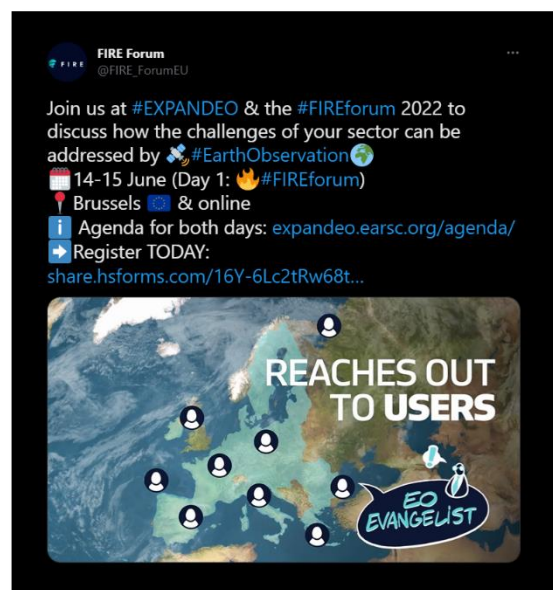
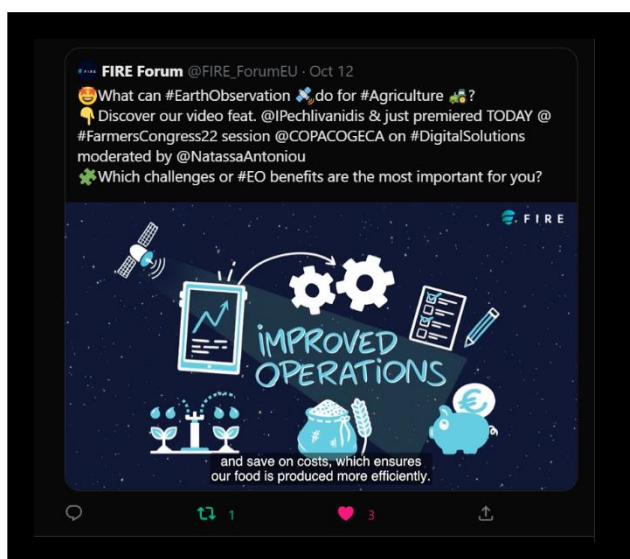


The screenshot shows the FIRE YouTube channel page. The main video is titled 'HOW CAN EARTH OBSERVATION HELP YOUR SECTOR?' and features a satellite and Earth in the background. The video player shows a progress bar at 0:06 / 2:20. Below the video, there is a description: 'Addressing challenges in the #Agriculture sector with #EarthObservation'. To the right of the video, there is a list of related videos, including 'Earth Observation benefits all FIRE focus sectors', 'monitoring, planning and...', '#EarthObservation helping address various #marine...', 'Data from space helping our #cities become more...', and '#RawMaterials: #EarthObservation'. The page also includes a search bar, a list of filters (All, Listenable, Live, Recently uploaded), and a list of videos with their titles and durations.

FIRE LinkedIn profile (FIRE Forum)



FIRE twitter account (@FIRE_ForumEU)





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