



SPARCS

Videos

D8.13 Videos

27/05/2020

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GOPA Com.

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Topic: LC-SC3-SCC-1-2018-2019-2020: Smart Cities and Communities

Dissemination level

PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	

Deliverable administration

No & name	D8.13 Videos		
Status	Released	Due	M6
		Date	2020-05-27
Author(s)	Veronika Cerna		
Description of the related task and the deliverable. Extract from DoA	<p>T8.3 Online and Offline Communication Tools (GOPA) M1-M60</p> <p>All good practices of targeting and developing communication tools are applied in this project. Cartoon videos are a great way of communicating with the target audiences. GOPA Com will create a series of short animated videos that would explain the project and its concept in an innovative and engaging way that would also help overcome language barriers. At events, such videos help attract visitors, relevant stakeholders and attendees.</p> <p>D8.13 Videos (GOPA): This deliverable displays the first video prepared by GOPA Com for the purposes of this project. It will show the setup in a word document (screenshots and links) and outline the basic strategy for the videos required for this project.</p>		
Participants	GOPA		
Comments	N/A		
V	Date	Authors	Description
0	2020-05-27	WP Leader	Deliverable checked by WP leader and released to the Coordinator and the Quality Manager for quality check and subsequent submission to the EC
1	2020-05-28	VTT	Coordinator and the Quality Manager submit the deliverable to the EC



About SPARCS

Sustainable energy Positive & zero cARbon Communities demonstrates and validates technically and socioeconomically viable and replicable, innovative solutions for rolling out smart, integrated positive energy systems for the transition to a citizen centred zero carbon & resource efficient economy. SPARCS facilitates the participation of buildings to the energy market enabling new services and a virtual power plant concept, creating VirtualPositiveEnergy communities as energy democratic playground (positive energy districts can exchange energy with energy entities located outside the district). Seven cities will demonstrate 100+ actions turning buildings, blocks, and districts into energy prosumers. Impacts span economic growth, improved quality of life, and environmental benefits towards the EC policy framework for climate and energy, the SET plan and UN Sustainable Development goals. SPARCS co-creation brings together citizens, companies, research organizations, city planning and decision making entities, transforming cities to carbon-free inclusive communities. Lighthouse cities Espoo (FI) and Leipzig (DE) implement large demonstrations. Fellow cities Reykjavik (IS), Maia (PT), Lviv (UA), Kifissia (EL) and Kladno (CZ) prepare replication with hands-on feasibility studies. SPARCS identifies bankable actions to accelerate market uptake, pioneers innovative, exploitable governance and business models boosting the transformation processes, joint procurement procedures and citizen engaging mechanisms in an overarching city planning instrument toward the bold City Vision 2050. SPARCS engages 30 partners from 8 EU Member States (FI, DE, PT, CY, EL, BE, CZ, IT) and 2 non-EU countries (UA, IS), representing key stakeholders within the value chain of urban challenges and smart, sustainable cities bringing together three distinct but also overlapping knowledge areas: (i) City Energy Systems, (ii) ICT and Interoperability, (iii) Business Innovation and Market Knowledge.



Partners



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1. INTRODUCTION

To translate visual first into actual channels and content, we aim to produce audio-visual material, simplifying and explaining SPARCS, its aim, solutions, cities and goals, later on results and replication potential.

in addition, we will be adding on throughout the project the following audio-visual products:

- **SPARCS Walking Tours:** Virtual walking tours through the district in lighthouse cities - where the followers will be able to see and get to know the Lighthouse district in the city and its key parts. It will be filmed through “the eyes” of a citizen and placed online for other citizens to contribute to it, so that they can showcase what is their favorite part of the district. This way, we will start building engagement in Lighthouse cities already from the start of the project.
- **SPARCS Stories:** A set of smart city stories (consisting of slide shows, audio-tracks, simple videos and animations, incl. accompanying material) showcasing and disseminating the SPARCS solutions in attractive, barrier free formats to a wide audience. They will employ audio-visual storytelling and assist in replication and Fellow Cities activities.
- **SPARCS Showcases:** A set of thematic videos incl. press kit (with accompanying material such as leaflets, background stories will be vehicles for telling more sophisticated stories in order to widely disseminate the new approaches to smart city solutions developed in the SPARCS Lighthouse cities and the virtual community. Produced in the manner of Kickstarter videos, they will aim for creating emotional engagement and inviting interaction with the audience.

We will use **Youtube and Slideshare** as repository channels, where we will upload all the content and subsequently embed it into the SPARCS Platform.

1.1 Videos

GOPA Com created the first animated SPARCS video and to that end, its dissemination is highlighted below.

This is the first video in the series of four videos about the project:

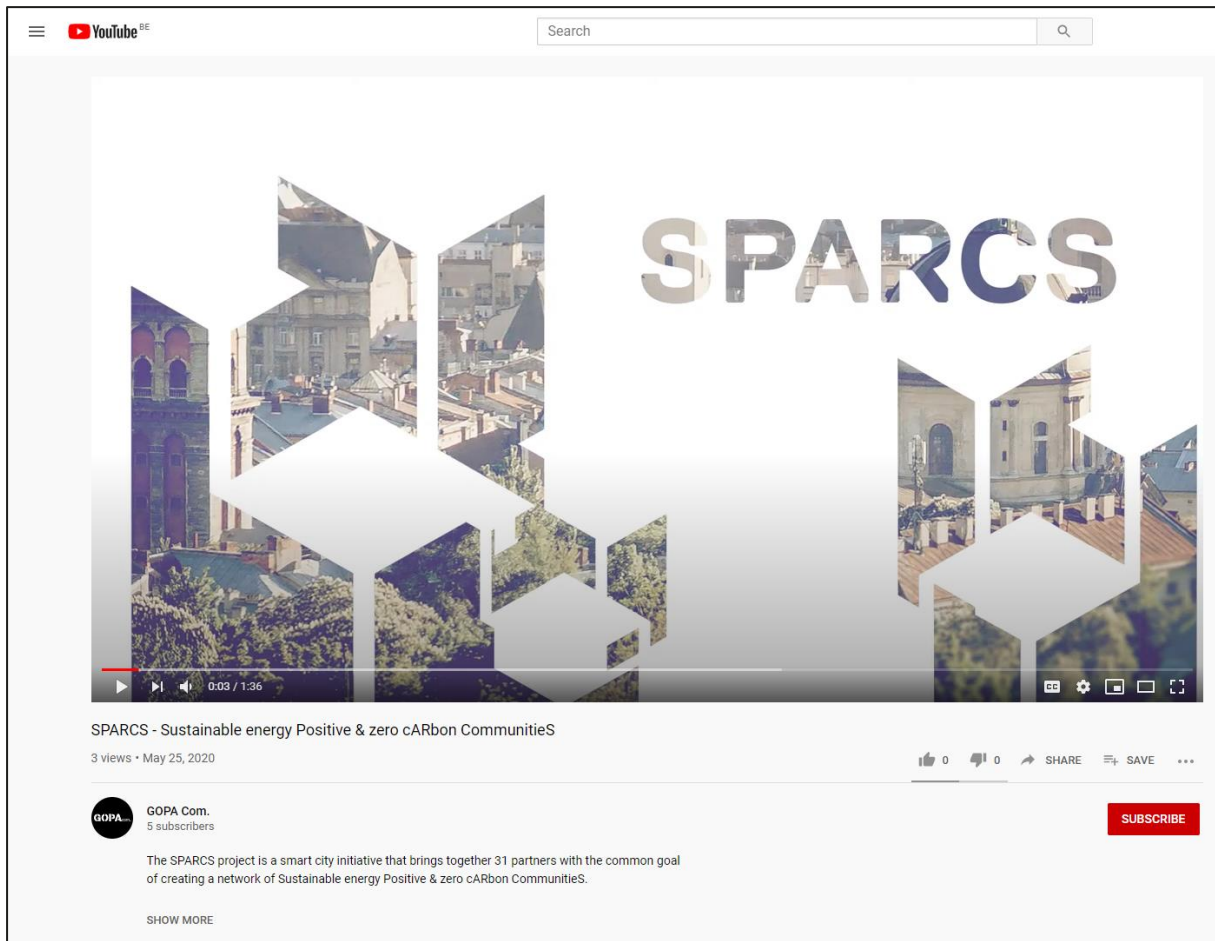
- Introduction into SPARCS
- Goals and actions
- Lighthouse cities
- Fellow cities and replication

Location: <https://youtu.be/O3Sljq8mcic>

And also on the SPARCS website: <https://www.sparcs.info/what-is-new/news/video-introducing-sparcs>

On Youtube:





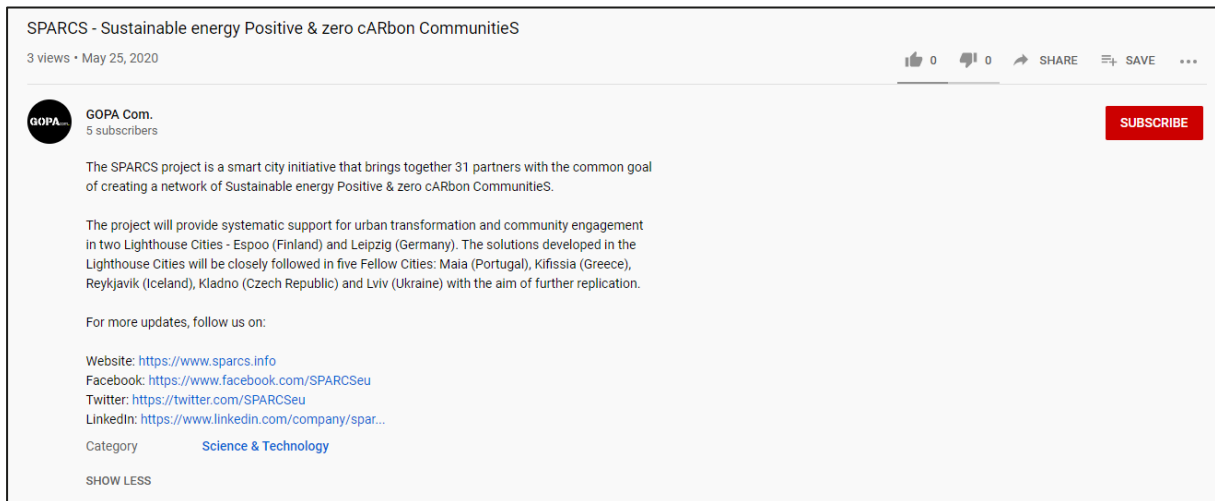
SPARCS - Sustainable energy Positive & zero cARbon Communities

3 views • May 25, 2020

GOPA Com. 5 subscribers

The SPARCS project is a smart city initiative that brings together 31 partners with the common goal of creating a network of Sustainable energy Positive & zero cARbon Communities.

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The SPARCS project is a smart city initiative that brings together 31 partners with the common goal of creating a network of Sustainable energy Positive & zero cARbon Communities.

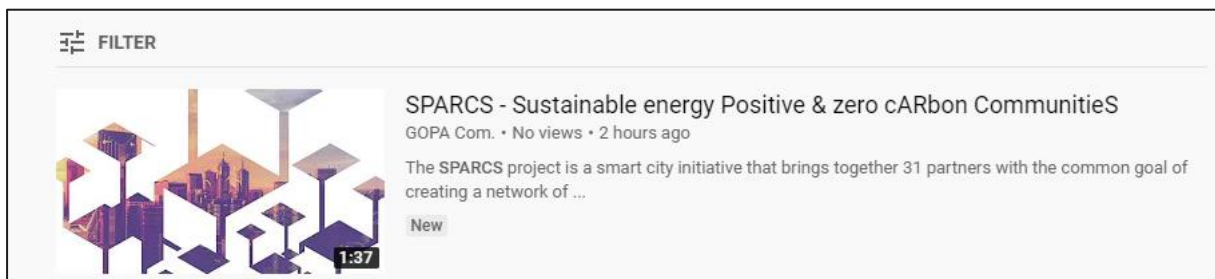
The project will provide systematic support for urban transformation and community engagement in two Lighthouse Cities - Espoo (Finland) and Leipzig (Germany). The solutions developed in the Lighthouse Cities will be closely followed in five Fellow Cities: Maia (Portugal), Kifissia (Greece), Reykjavik (Iceland), Kladno (Czech Republic) and Lviv (Ukraine) with the aim of further replication.

For more updates, follow us on:

Website: <https://www.sparcs.info>
Facebook: <https://www.facebook.com/SPARCSeu>
Twitter: <https://twitter.com/SPARCSeu>
LinkedIn: <https://www.linkedin.com/company/spar...>

Category **Science & Technology**

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FILTER

SPARCS - Sustainable energy Positive & zero cARbon Communities

GOPA Com. • No views • 2 hours ago

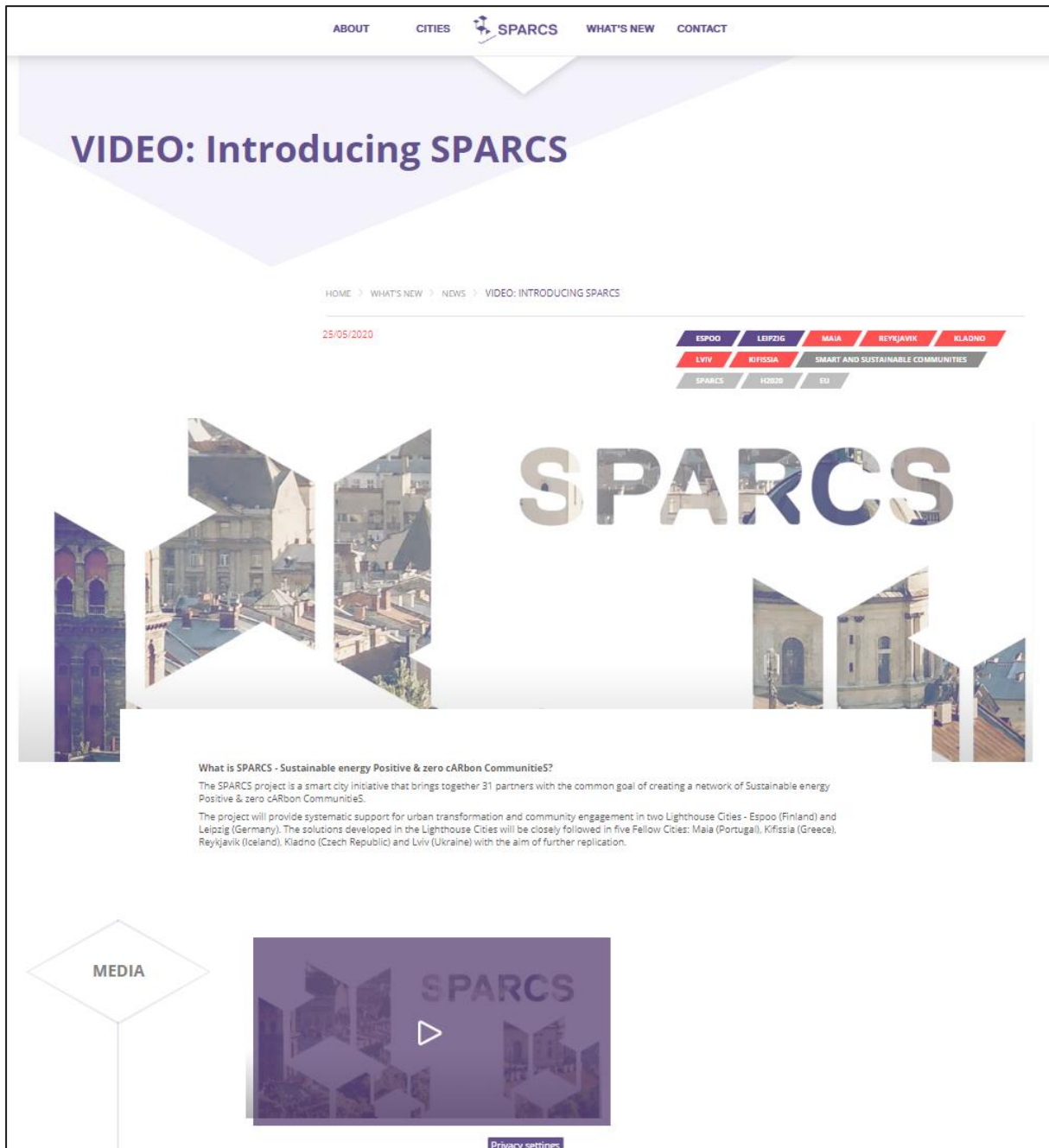
The SPARCS project is a smart city initiative that brings together 31 partners with the common goal of creating a network of ...


New

On SPARCS website:



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ABOUT CITIES  WHAT'S NEW CONTACT

VIDEO: Introducing SPARCS

HOME > WHAT'S NEW > NEWS > VIDEO: INTRODUCING SPARCS

25/05/2020

ESPOO LEIPZIG MAIA REYKJAVIK KLADNO
LVIV KIFISSIA SMART AND SUSTAINABLE COMMUNITIES
SPARCS HORIZON EU

SPARCS

What is SPARCS - Sustainable energy Positive & zero cARbon Communities?

The SPARCS project is a smart city initiative that brings together 31 partners with the common goal of creating a network of Sustainable energy Positive & zero cARbon Communities.

The project will provide systematic support for urban transformation and community engagement in two Lighthouse Cities - Espoo (Finland) and Leipzig (Germany). The solutions developed in the Lighthouse Cities will be closely followed in five Fellow Cities: Maia (Portugal), Kifissia (Greece), Reykjavik (Iceland), Kladno (Czech Republic) and Lviv (Ukraine) with the aim of further replication.

MEDIA

SPARCS

Privacy settings

The first video of the series is published and the subsequent ones will be equally published on:

- Youtube
- SPARCS website
- Partners websites (in translated or subtitled version)

All videos will be also subtitled by partners for the use in their own language, alternatively translated and narrated according to the needs and wishes of the local target audiences.

