REduction of Brake weaR Emissions in the Transport sector "RE-BREATH"

Deliverable

D6.3- video teaser

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INTRODUCTION

This document is a short report on the creation of the video teaser of RE-BREATH REduction of Brake weaR Emissions in the Transport sector project. The realization of this product is foreseen by month six in the timeline.
Bergamo Municipality, as leader of WP6 "Communication and dissemination" presented to the project consortium a storyboard with a short script reporting the main details of the project and some images illustrating the main aspects of the project. The project stills in its first stage, the video teaser is thought to report the essential information on RE-BREATH.
The video teaser is a versatile visual tool to show a preview in a short and effective way the activities on the project and to create anticipation, spread awareness, or hype up the project. Thanks to its versatility, it can be shared widely through social media channels, websites, digital newsletters and many other platforms.
In the next pages there are the description of the realization of RE-BREATH video teaser.

OBJECTIVES

The video teaser plays a strategic role since through the deployment of a images and of a clear, simple and explanatory text as well as the use of subtitles and the choice of a studied narrative rhythm, it helps to engage a wide audience from specialists to the curious, up to the general public. This scope is reached also thanks to its accessibility.
The teaser is designed to inform the public about the nature of the project, defining the starting point, the context, the objectives and goals, the participating partners and the action that each one carries out, the places, cities and localities involved and the collective value of the project.

INFORMATION

All information is designed to be conveyed in the simplest and at the same time correct way possible.
Given the European nature of the project, the images are designed to be truthful and to represent a broad community in which everyone can identify.
Thanks to an in-depth communication study and a professional video creation process, the result is adaptable to different contexts and is configured as a valid and useful tool in terms of project presentation and enhancement.
In the current state of the project, RE-BREATH is in the start-up phase: the objectives, tools and work steps are clear, defined and shared. Therefore, there is a lot of contextual and purposeful information, just as the responsibilities and duties of each partner are well defined. On the other hand, however, there are few direct testimonies of the work in progress (there is not yet have photographic material, for example). For these obvious reasons it is useful to refer to the information available, enhancing it and combining it with illustrative images of the activities in progress.

THE SOLUTION DESIGNED

The best solution in terms of video design and production falls on animated graphics.
Thanks to the skillful combination of elements such as typography, illustrations, photographs, graphics and sound design, harmonized with each other and consistent with the previously

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defined brand identity, a clear, pleasant and effective product is obtained, because it is very immediate.

STYLISTIC REFERENCES

The first step has been the selection of video examples that could be considered a reference from which to draw inspiration, both from an aesthetic point of view and from a storytelling construction point of view.
The following step was to proceed with the search, the selection and the screening of video references.
Following some of those identified:

- https://www.youtube.com/watch?v=hKBvpw9gV1Q
- https://www.behance.net/gallery/133231357/Typogramma?tracking_source=search_projects%7Cmotion+graphic+explainer+video
- https://vimeo.com/364164686?embedded=true&source=vimeo_logo&owner=101591584
- https://vimeo.com/416717251
- https://vimeo.com/663055768

Once the reference deemed most in line with the nature and objectives of the project was discussed and reported, the following step has been the structuration of the video content.

THE SCRIPT

To create the script, it has been necessary to analyze, synthesis, simplify and enhance the documentary information of the project.
Once the thematic lineup had been identified, a video reference guide text was produced, correlated by a series of indications regarding the text and images that should have accompanied the textual narration, integrating its conceptual content.
The script was then shared with all project partners, who suggested changes and corrections. After that the script has been reviewed, shared and approved.
The script produced is the following:

TEXT FOR SPEAKER & SUBTITLES
Moving green, breathing clean: is it possible?
Buses are widely recognized as an environmentally friendly form of transport:
Taking the bus is a choice that allows you to breathe cleaner air!
It's true!
Nevertheless there are some ongoing studies about the nature of the wear particles - called PM10 - generated by the braking event.
Within this context, the European Commission's LIFE Programme co-founded the RE-BREATH project.
The challenges of RE-BREATH are many:
the first is to improve knowledge of the emissions of non-exhaust micro-particles generated by public transport mobility braking systems;
the second is to assess their impact on people's quality of life and the environment;
the third is to design and develop an innovative and more environmentally friendly bus braking system and finally to intervene with green mitigation works.

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How? Collecting data, quantifying the PM emissions, validating the model used to predict the impact of the brake wear rate and to assess the environmental and health impact.
Additionally, starting from recycling of disposed brakes, RE-BREATH will work on the development of a new set of brake systems for buses.
These brakes, designed to reduce the wear rate, also reduce the production rate with consequent reduction of use of raw materials.
In order to test the new system, several buses will be running with the new brakes in Bergamo and in Bratislava, while measurements of the PM emissions and the wear rate will be collected.
Moreover, considering that vegetation and green spaces have shown reductive effects on air-borne pollutants concentrations, especially of PM,
RE-BREATH will identify and select relevant hot spots along the bus routes in order to design green intervention.
This action will improve the perception of bus stops themselves, reducing CO2 and strengthening urban biodiversity.
Moving green, breathing clean: is it possible? Yes, thanks to RE-BREATH.

Subsequently the storyboard has been defined.

THE STORYBOARD

A storyboard is a "table of the story" and it indicates the graphic representation, in the form of sequences drawn in chronological order, of the shots of the video.
Every board is original, and was designed and created specifically for the project, maintaining consistency with the brand identity.
The script has undergone very slight functional adaptations to the realization of the boards.
The storyboard was then shared with all partners, who suggested changes and corrections. After that the storyboard was reviewed, shared and approved.

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TEXT FOR SPEAKER & SUBTITLES	SCREEN TEXT	IMAGES
Moving green, breathing clean: is it possible?	Moving green, breathing clean: is it possible?	
Buses are widely recognized as an environmentally friendly form of transport:	less fuel per person less pollution less noise less traffic	

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Taking the bus is a choice that allows you to breathe cleaner air!	cleaner air	
It's true! Nevertheless there are some ongoing studies about the nature of the wear particles - called PM10 - generated by the braking event.		
Within this context, the European Commission's LIFE Programme co-founded the RE-BREATH project.	LIFE Programme: EU's funding instrument for the environment and climate action.	 

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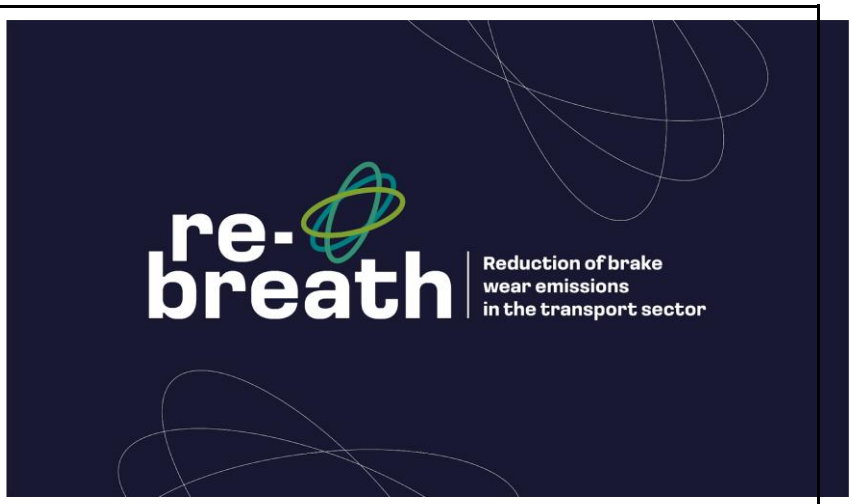
The challenges of RE-BREATH are many:	Acronym: REduction of Brake weaR Emissions in the Transport sector	
the first is to improve knowledge of the emissions of non-exhaust micro-particles generated by public transport mobility braking systems;	improve the knowledge	
the second is to assess their impact on people's quality of life and the environment;	assess the impact on the quality of life & environment	

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the third is to design and develop an innovative and more environmentally friendly bus braking system	design & develop a new braking system	
and finally to intervene with green mitigation works.	intervene with green mitigation works	
How? Collecting data, quantifying the PM emissions, validating the model used to predict the impact of the brake wear rate and to assess the environmental and health impact.	Improving knowledge: • collecting data • quantifying the PM emissions • validating the model	

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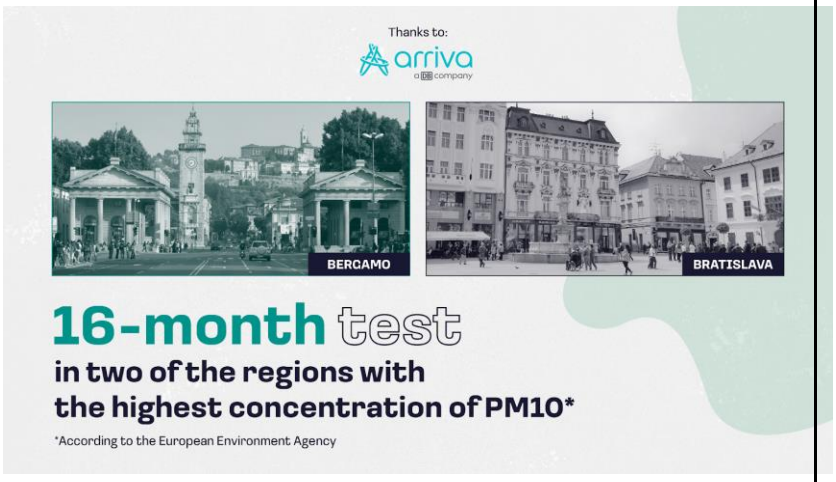
Additionally, starting from recycling of disposed brakes, RE-BREATH will work on the development of a new set of brake systems for buses.	**Thanks to Brembo** Developing an innovative and environmentally friendly bus braking system	
These brakes, **designed to reduce the wear rate**, also **reduce the production rate** with consequent reduction of use of raw materials.	Designed to reduce: • wear rate • production • raw materials: copper, chromium, and manganese.	
In order to test the new system, several buses will be running with the new brakes in Bergamo and in Bratislava, while measurements of the PM emissions and the wear rate will be collected.	**Thanks to Arriva** 16-month test in two of the regions with the highest concentration of PM10*. *According to the European Environment Agency. Bergamo Bratislava	

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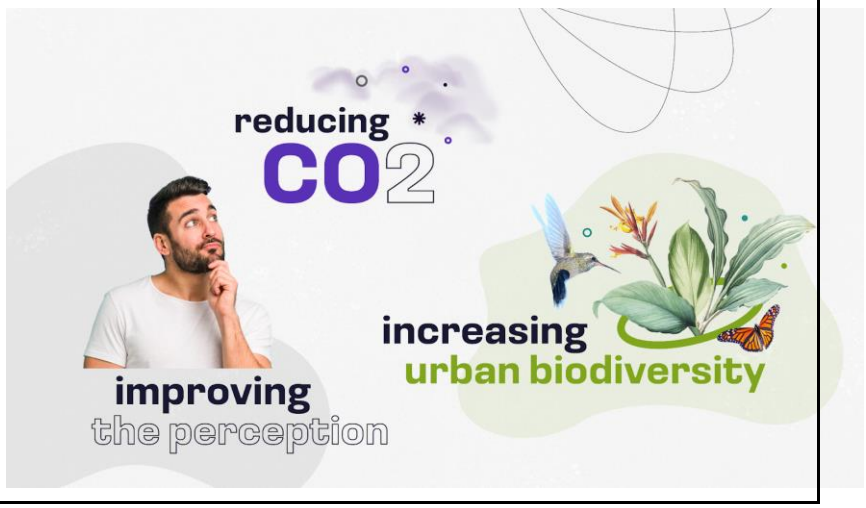
Moreover, considering that vegetation and green spaces have shown reductive effects on air-borne pollutant concentrations, especially of PM,		
RE-BREATH will identify and select relevant hot spots along the bus routes in order to design green intervention.	identify and select relevant hot spots along the bus routes **Thanks to Logo Comune di Bergamo**	
This action will improve the perception of bus stops themselves, reducing CO2 and strengthening urban biodiversity.	• improving the perception • reducing CO2 • increasing urban biodiversity	

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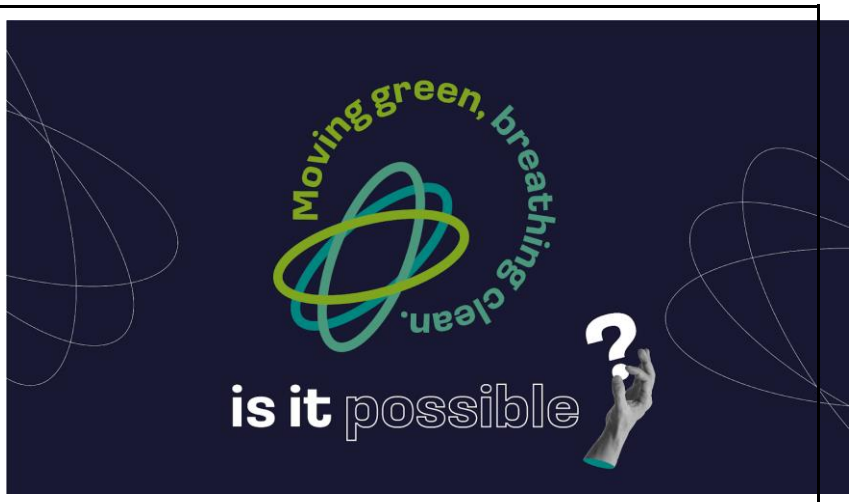
Moving green, breathing clean: is it possible? Yes, thanks to RE-BREATH.	Moving green, breathing clean: is it possible? Yes, thanks to	
		

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VIDEO PRODUCTION

The last step is the animation phase. Effects of animations considered more functional to the narration and logically consistent with each other have been selected and applied ad hoc to the identified graphic and photographic elements.
Following the animation phase, the soundtrack phase was launched, starting with the selection and application of sound effects from the library and background music. Speakers were identified, the most suitable one was selected and the text was voice-overed.
Subsequently all the elements have been synchronized.
At the same time the text was subtitled.
At the end of the process, a low-definition version of the video was shared for a final approval and final modifications. Finally, the video was finalized and exported.

CONCLUSION

The video teaser has been finalized. It will be published on the project partners institutional web pages and through the social media accounts.
RE-BREATH project foreseen also the realization of a final video which is scheduled by the end of the project.

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